

# BUTANE-PROPANE

## *News*

Headquarters for L.P. gas Information Since 1931

NOVEMBER 1955

**STACK TECHNOLOGY**

Meals for 25,000

With LPG

(page 35)

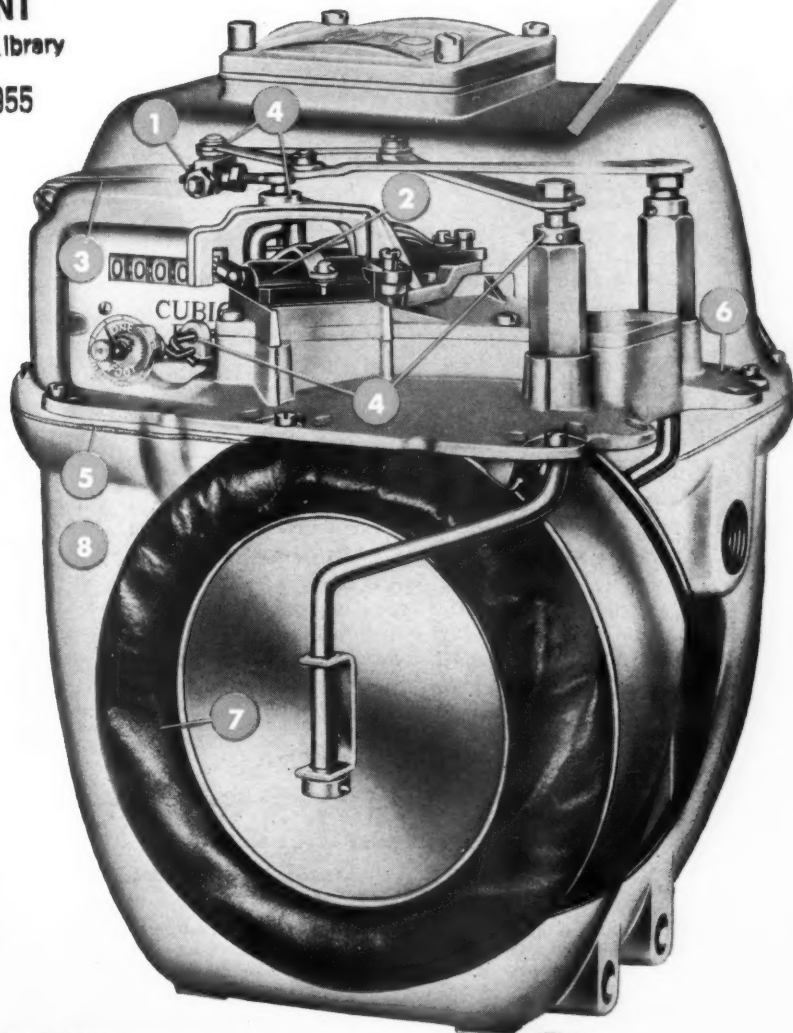
FIFTY CENTS PER COPY

## What's Inside A Rockwell LP-Gas Meter?

THE FINEST IN ENGINEERING AND CONSTRUCTION FOR ACCURATE, LONG LASTING MEASUREMENT

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All These NOV 2 1955  
QUALITY  
FEATURES



- 1—Tangent, adjustable through plate area in cover.
- 2—Valves, of lightweight, long-wearing Bakelite.
- 3—Index, either straight reading or circular reading types.
- 4—Oil Impregnated Powdered Bronze Bushings, at every bearing point.
- 5—Single Joint Construction, minimizes leakage risks.
- 6—Interchangeable Valve Plate, simplifies maintenance.
- 7—Diaphragm, of imported sheepskin (synthetic optional).
- 8—Outer Case, of strong, corrosion resistant aluminum alloy.

You will measure better, serve better and profit more when you offer "city-type" gas service to your customers using Rockwell LP-gas meters. Get full facts today by writing for catalog and price list.

**ROCKWELL MANUFACTURING COMPANY** Pittsburgh 8, Pa.

Atlanta Boston Charlotte Chicago Dallas Houston Los Angeles Midland, Texas  
N. Kansas City, Mo. New York Philadelphia Pittsburgh San Francisco Seattle Shreveport Tulsa

YOU CAN RELY



ON ROCKWELL

# From cap to foot ring...

## Hackney RC-100A assures extra values

Strong protective cap goes on and off easily because of accurately machined threads.

Easy, positive identification assured by depth-controlled stamping of ICC data.

Minimum seam area results from two-piece construction. Single girth weld is X-ray controlled for soundness and uniformity.

Light tare weight saves shipping and handling costs. High-strength steel resists handling knocks.

Sturdy, curled and vented foot ring hugs cylinder to form smooth, crack-free joint. Welded on all the way around. Specially prepared, field tested two-coat bottom head protection provides extra corrosion resistance where it counts most.

Send for our helpful booklet on buying LP-gas cylinders. Answers forty questions you should ask before making your decision.



### Pressed Steel Tank Company

1487 South 66th Street, Milwaukee 14, Wisconsin

*Manufacturers of Hackney Products*

52 Vanderbilt Avenue, Room 2099, New York 17 • 227 Hanna Bldg., Cleveland 15  
936 W. Peachtree St., N.W., Room 112, Atlanta 3 • 208 S. LaSalle St., Room 790,  
Chicago 4 • 552 Roosevelt Bldg., Los Angeles 17 • 4550 W. Main St., Room 204,  
Kansas City 6, Mo. • 138 Wallace Ave., Downingtown, Pa.

LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS





# Tanks at their Best . . .



...ALL SIZES TOO!

*with special features for easier sales*

## NEW . . . Easier-to-use . . . FITTINGS

New Flint tanks have individual fittings that can be quickly, easily replaced if necessary. They're the finest fittings made, placed in a unique island bar—easily reached for finger-tip control. Heavy gauge steel dome gives complete protection.



SPECIFICATIONS			
WATER GALLONS	DIAMETER	OVERALL LENGTH	SHIPPING WEIGHT (Approx.)
250	30"	92"	700#
330	30"	116"	825#
500	37"	120"	1250#
1000	41"	193"	2550#

*Complete Information Available from Flint or any ANCO office.*

FLINT, long known for finest quality construction, shop inspects every plate and completed vessel. Every component, even to the superior paint finish, is the best. They're built in accordance with ASME code for 250# psi working pressure, with Underwriter's Approval. Flint tanks are unequalled buys — so, are easier to sell.



## FLINT STEEL CORP.

21st and Union • Tulsa, Okla. • LUther 4-6187  
Minneapolis • Des Moines • East St. Louis

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LUther 4-1441

MEMPHIS  
WHitehall 2-2432

# BUTANE-PROPANE

NBP

## News

VOLUME 17 • NUMBER 11

### Contents

Beware of Seasonal Farm Credit .....	29
<i>Adapted from a talk by J. W. Ross and M. L. Rufer</i>	
In St. Joe Everybody Uses Cookgas ... and Everybody Knows It .....	32
Propane Helped Walter Jetton Become ... "King of Barbecue" .....	35
<i>Ruel McDaniel</i>	
How To Plan Successful Advertising Part 8: How To Profit From Direct Mail Advertising .....	38
<i>W. J. Montgomery</i>	
Van Gas Considers Everyone a Prospect .....	43
NFPA Is a Proper Basis for Regulatory Measures Concerning L. P. Gas .....	46
LPG Booth in Scotland Attracts 3500 Visitors .....	48
How I Sell Gas Clothes Dryers .....	50
<i>E. H. Reitan</i>	
LPG-Fired-Switch Heaters Perform Switch- Clearing Task for Oregon Crews .....	56
Allen Butane's "Policy of Protection" Grows With Expanded Operation .....	60
Propane Pete: Episode No. 3 Pete Makes a Pact With the Devil .....	64
<i>J. Arthur Thompson</i>	
Ex-Tank Fabrication Executive Helps Set the Stage for LPG in Pakistan .....	66
Production Experience Proves LPG Superior for Metal Cutting and Brazing .....	68
Newest L. P. Gas Range Improvement Give Dealers Highly Salable Product .....	72
In Denmark, With Europe's Highest Standard of Living, LPG's a Favored Fuel .....	84
The Radio Freeze Is Off: Here's What It Means .....	132
<b>Power</b>	
Power Push Gives Weis Heavy Inverse Ratio .....	151
<i>Carl Abell</i>	
New '56 Ford Truck Models Offer Interesting Conversion Possibilities .....	158

### DEPARTMENTS

Advertisers Index .....	162	Letters .....	21
Associations .....	124	New Products .....	94
Beyond the Mains .....	25	News .....	106
Calendar .....	90	Power .....	149
Classified .....	159	The Trade .....	134



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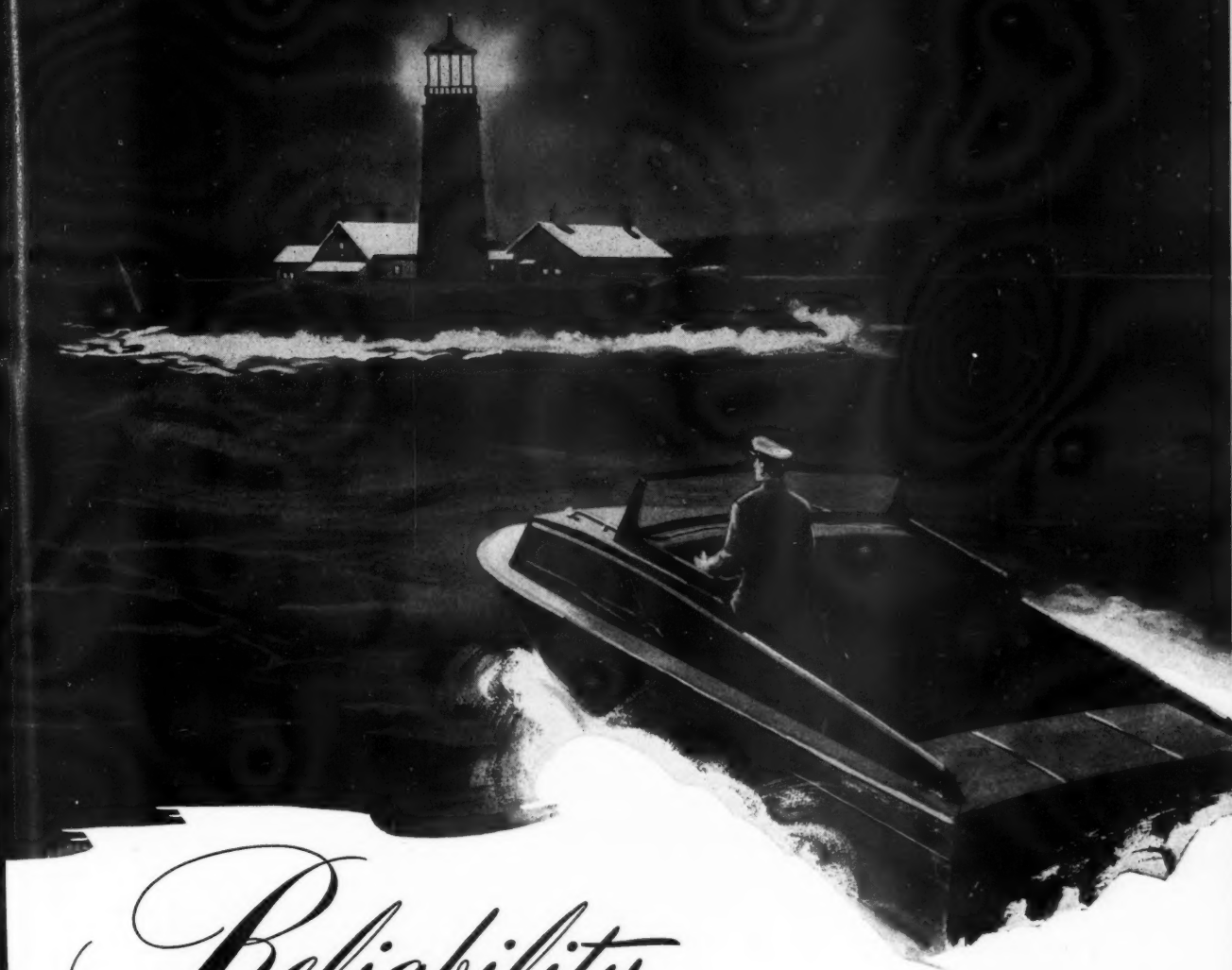
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# Reliability...

Like the small craft pilot relies upon the beacon to guide him to port, so you can rely upon Beacon Petroleum to guide you successfully through the winter months. Beacon has the facilities and the experience to fulfill your every Butane Propane need. Beacon has grown to a leader in the LP Gas field through prompt and efficient service to customers . . . getting them what they need when they need it. This service has helped them grow too. Why don't *you* grow with us?



## OFFERS YOU . . .

the Finest LP Gas  
NGAA Butane-Propane

Ample Storage  
to meet your every need

Dependable Production  
to meet seasonal demands

Prompt Shipment  
Tank car fleet assures delivery



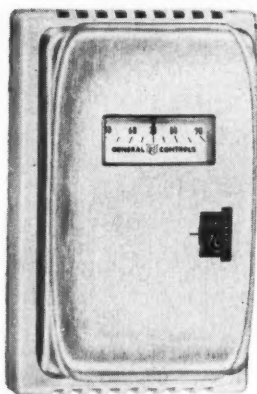
# BEACON

PETROLEUM COMPANY

TULSA • HOUSTON

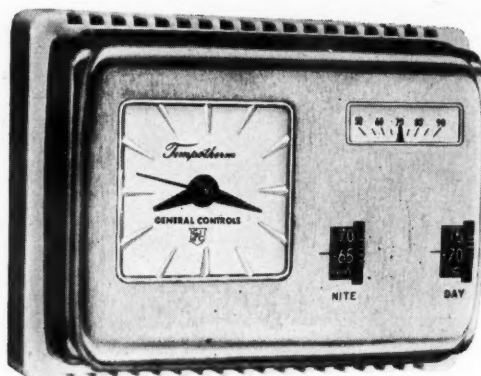
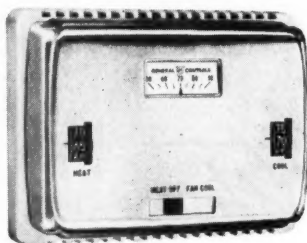
# Now...General Controls

-with the original, whisper-quiet  
**B-50**  
diaphragm valve



**T-70 Standard Thermostat**  
... quick response, snap action type with flush-set roller dial. Built-in heat anticipation. Stainless steel face plate eliminates "tell-tale" fingerprints.

**T-231 Air Conditioning Thermostat**... provides single-point control for combination heating and cooling systems. Features dual mercury switch type thermostats... available with either single or two-stage operations.



**T-270 Tempotherm**... combination clock thermostat which switches from day to night temperatures absolutely automatically. Set it once like a clock—then forget it. The thermostat does the rest.

Every one of these important B-50 components has established itself in its particular field as an outstanding performer. Each has been selected time and again for inclusion in a control system as an outstanding sales feature—a guarantee of dependability, accuracy, and efficiency. With such a record of individual stars, these outstanding components leave no doubt that, in combination, they are unbeatable. That's why a custom-matched General Controls thermostat, valve, limit, safety and pilot indeed constitute a "dream team" for the ideal 24-volt gas heating control system.

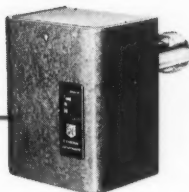


# offers you the world's most efficient 24-volt gas control system!

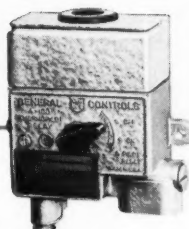
These famous matched components provide dependability, straight-line temperature control, and quiet operation for forced air heating systems.



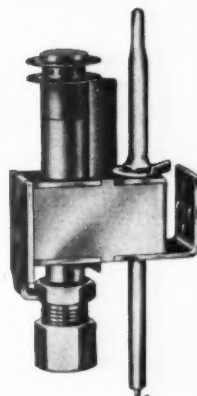
**Whisper-Quiet B-50 Electric Diaphragm Valve** ... the industry's most compact, highest capacity, diaphragm gas valve. Pioneered by General Controls, the B-50 has proved its dependability over the years by an outstanding service record. Available in all standard sizes and capacities for all gases including LPG, sour, and scrubbed coke gas.



**L-44 Fan and Limit Control** ... newly developed, extra sensitive fan and limit control, with powerful S-shaped bimetal element. Multipoised, simple to install, mounts flush and requires no leveling.



**A-100 Thermopilot Relay** ... single couple design with manual or automatic reset. Contacts open when pilot flame goes out, automatically close when it is restored. Also available in 100% safety shutoff models.



**260 Pilot Burner with 2600 Thermocouple** ... famous General Controls Snorkel design passes all primary air through pilot flame to incinerate dirt and lint, and maintain pilot efficiency.

General Controls

# B-50

24 Volt Gas  
Control System



General Controls' complete 24-volt system is the strongest possible guarantee of lasting satisfaction. To the manufacturer, the B-50 means a better end product, enhanced by perfect control performance ... to the dealer, a better product because General Controls' reliability insures against costly "call-backs."

A country-wide network of 40 factory branch offices stand ready to serve you. Consult the yellow pages for the one nearest you.

## GENERAL CONTROLS

MANUFACTURERS OF AUTOMATIC CONTROLS FOR HOME, INDUSTRY AND THE MILITARY

GENERAL CONTROLS • PERFEK CONTROLS

40 FACTORY BRANCH OFFICES SERVING THE UNITED STATES AND CANADA

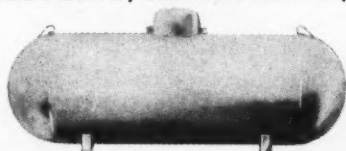
FIVE PLANTS: IRON MOUNTAIN, MICHIGAN •  
GLENDALE, CALIFORNIA • BURBANK, CALIFORNIA •  
SKOKIE, ILLINOIS • GUELPH, CANADA

# BIGGEST LP-G YEAR EVER COSTS WITH *Nor-Tex* HIGH They Earn More! They Cost Less!



The Nor-Tex Payload Special is built especially for profit-minded LP-Gas dealers. Like all Nor-Tex "Package Units" the Payload Special is specially fitted for the job it has to do—from the tank right on down to the wheels and tires! Immediate delivery can be had on this popular Nor-Tex Unit (1250 WG to 2400 WG) mounted on new International

Harvester, Ford, Chevrolet or GMC chassis... completely equipped and ready to go! It includes features not found in any other combination. It's skirted, plumbed and perfectly balanced with roomy, double door cabinets having ample space in either cabinet to house hose reel and meter. It comes complete with Viking KK 200 Pump with Mechanical Seal, 50' Filler Hose, ICC Lights, Power Take Off with Spline Jack Shaft. The finish is white enamel over red oxide.



**POPULAR NOR-TEX STAR  
Domestic Tanks**

Immediate delivery on one or truck load lots. Every custom designed Nor-Tex Star is fabricated to rigid specifications and double tested. They exceed national, state and local requirements. Each tank is smoothly finished and aluminum painted over red oxide. These are the safest, finest quality tanks you can buy.

WRITE, WIRE  
OR PHONE  
FOR PRICES



National Sales Agents for



## PREPARE NOW to Serve this Rich, New LP-G Market!

Conversion business is booming! Users report up to 60% savings on fuel... Oil consumption reduced to 80%... Engine wear reduced 75%... 2 to 1 engine life ratio... Oil dilution and carbon deposits eliminated... Repairs slight... Replacement of parts practically nil! TELL these advantages of LP-Gas in Internal Combustion Engines and you'll SELL conversions of all types of mobile and stationary equipment. You can buy a custom-built Nor-Tex fuel tank at a "production line price" complete with mounting brackets and fittings. Just bolt it on and connect it up.

**BALANCE YOUR LOAD THE**

# NORTH TEXAS

# R AHEAD! SLASH DELIVERY H FLOW PIPING "Perfectly Balanced" UNITS! s! They Do the Job Quicker and Easier!

Order now the Nor-Tex delivery units you'll certainly be needing this Winter to meet the greater customer demands. Be ready for this "greatest year in LPG History." Nor-Tex High Flow Piping units are famous for loading and delivering LP-Gas faster. Every "Package Unit" is "Perfectly Balanced" and built by men with years of bulk plant experience. Their "know how" has included every convenience . . . every safety feature in these internationally popular Nor-Tex models. That's why they'll save you more time and money all down the line.

**EXTRA SAVINGS** on Complete Nor-Tex Pipe-It-Yourself "Package Units"—Nothing More to Buy!



**STANDARD TWIN**

Every Unit Priced  
Completely Equipped  
and Ready to Go . . .  
Excise Tax Paid.

**Nor-Tex**  
**LOW COST**  
*Financing*  
A PLAN TO MEET EVERY NEED!

**HIGH FLOW  
PIPING**

## MANUFACTURERS OF FINE LPG EQUIPMENT

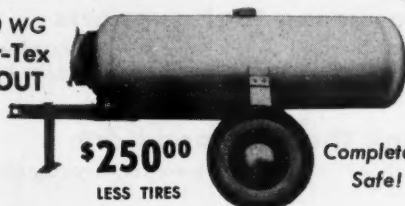
Whatever your needs in LPG equipment there is a factory tailored Nor-Tex unit ready for you! We manufacture LPG Truck and Transport Tanks, and we are truck distributors. We manufacture all types of LPG Tractor and Motor Fuel Tanks, Portable LPG Filling Stations and Trailer Tanks, LPG Storage and Domestic Tanks, Farm Carts and Anhydrous Ammonia Tanks, all built by men with years of Butane-Propane bulk plant experience. Phone, wire or write us. Interested attention, experienced assistance and helpful suggestions are always yours for the asking.

**WE ARE AUTHORIZED TRUCK DISTRIBUTORS**

## FARM CART Spots Your Fuel Where You Need It

The Nor-Tex Scout is easy to "spot" with car, truck or tractor. Complete with recessed relief valve. 12 1/4' delivery hose, 3/4" OIC valve and hose coupling. Mounted on a heavy duty axle with standard Chevrolet hub and 15" wheels.

300 WG  
**Nor-Tex  
SCOUT**



**\$250.00**  
LESS TIRES

Completely  
Safe!



**DE LUXE TWIN**

**HIGH FLOW  
PIPING**

What Nor-Tex Fleet Owners Say — "With NOR-TEX equipment we deliver more gas at a lower cost with no wasted time! In 10 minutes we fill a 1500 WG Bobtail . . . 150 GPM. With only the 'slightly-over idle' sound of the motor the Neptune meter registers 30 GPM as we quietly fill customer tanks. Drivers love their complete accessibility, perfect balance, easy handling and safety features." — Lester Senty, Owner and Merle Sacia, Manager, Tru-Gas Company, LaCrosse, Wisconsin.

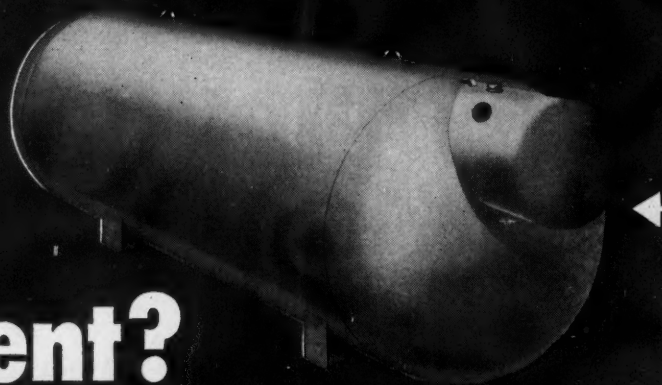
**NOR-TEX WAY — FINANCE THE BALANCE**

# TANK CO.

P. O. BOX 1219  
DENTON, TEXAS  
CENTRAL 5416



# What's your requirement?



## There's a SCAIFE FuelPack

To meet the increasing per capita consumption of LP-Gas, Scaife Company now offers the LP-Gas Industry a diversified line of both top and end operated A.S.M.E. Above Ground systems.

End operated designs are available in water capacities of 250, 285, 500 and 1,000 gallons, and top operated designs in water capacities of 250, 285, and 500 gallons.

You can rely on Scaife FuelPacks to give complete satisfaction. Only the highest quality materials . . . carefully selected for LP-Gas service . . . are used. Each unit complies with the American Society of Mechanical Engineers Code and is listed by the Underwriters' Laboratories, Incorporated.

The most modern manufacturing techniques are employed, using advanced production equipment. Every tank is subjected to exceptionally rigid quality control procedures including a hydrostatic test for structural strength and an air test for gas tightness. Dependability is assured by thorough checks conducted by qualified line and quality control inspectors.

Check the list of FuelPack advantages and you'll see why Scaife FuelPacks are becoming the choice of more and more LP-Gas men.

### 1. New 16" wide removable curb box

Permits free access to system valves and regulator during tank filling—hook-type hinge can't jam or rust.

### 2. Lightweight, high-strength steel construction

Tank heads designed for maximum strength . . . built, tested and inspected in strict accordance with the American Society of Mechanical Engineers code. Each tank carries the Underwriters' Laboratories, Inc. listing.

### 3. Extra strong lifting lugs

Each tank is equipped with two 1" wide lifting lugs of  $\frac{3}{8}$ " bar stock. Lugs are integrally-welded to the tank for maximum strength.

### 4. Easy fuel-level inspection

Serviceman or home owner may read the fuel-level gauge without unlocking or opening the curb box.

### 5. Extra-strong tank supports

Integrally welded to the tank and provided with slotted bolt holes for easy installation where bolts are required.

### 6. A tank that's shipped dry

Every SCAIFE tank is dry before it leaves the plant.



**SCAIFE COMPANY**

OAKMONT · PITTSBURGH DISTRICT · PENNA.

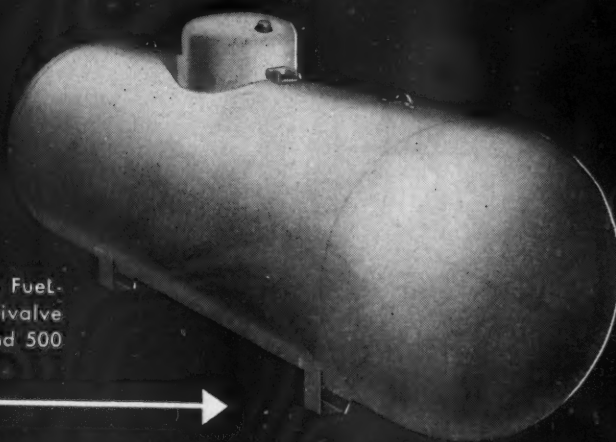
MAKERS OF PRESSURE VESSELS AND DRAWN SHAPES

SALES OFFICES:  
GENEVA, ILL.  
ATLANTA, GA.  
RIDGEWOOD, N.J.  
OAKMONT, PA.



End Operated Type EA—The Fuel-Pack equipped with multiple valves  
... available in 250, 285, 500 and  
1,000 gallon water capacities.

Top Operated Type TA—The Fuel-Pack equipped with a multivalve  
... available in 250, 285 and 500  
gallon water capacities.



## above ground system to fit your needs

### Guarantee

#### THE SCAIFE FUELPACK LIQUEFIED GAS SYSTEM

Scaife Company guarantees to the original purchaser of the Scaife Liquefied Gas System which bears the serial number below that Scaife Company will replace or at its option repair any part of the System which within one year from the date of installation proves to be defective in material or workmanship under normal use for storage of liquefied gas, normal service and pressure not exceeding the ratings shown on the name plate attached to the tank; provided the System has been installed in accordance with National Board of Fire Underwriters, state and local plumbing and building codes, ordinances and regulations; and provided the enclosed post card has been filled out, signed and mailed to Scaife Company within thirty days after installation.

No other guarantee or warranty, either express or implied, has been or will be made by or in behalf of Scaife Company with respect to the System or the installation, operation, replacement, or repair of the System; and the purchaser agrees that neither Scaife Company, nor its distributor, nor its dealer shall be liable by virtue of this guarantee or otherwise for damages to any person or property or for any labor or freight costs.

SCAIFE COMPANY

Serial No. \_\_\_\_\_

#### SCAIFE COMPANY

26 Ann Street  
Oakmont (Pittsburgh District) Pa.

Please send me a free copy of your folder, "Scaife Above-Ground Tanks."

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

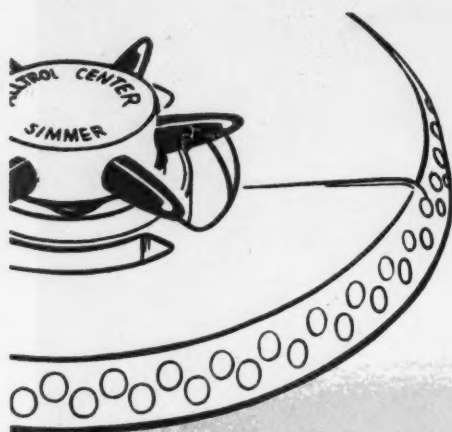
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

### EVERY FuelPack

#### carries a written guarantee:

The Scaife Company backs up every FuelPack Tank with a written guarantee. This is the purchaser's assurance of a safe, high-quality tank that will perform efficiently and dependably over an exceedingly long service life.



# 6 SUPER -

...the key to greater

## ALLTROL® *Center Simmer Burners*

### A Big Story to Show Range Users ...



- ★ **Coolest Cooking**—The measured heat of Alltrol Center Simmer Burners keeps kitchens up to 9° cooler. Cooks the food—not the cook!
- ★ **Cleanest Cooking**—Clear blue flame can't blacken pans ... and the "just-right" heat eliminates messy boil-overs.
- ★ **Handy Keep-Warm Heat**—Tiny pre-set flames keep food and beverages perfect for serving without further cooking!
- ★ **Low Frying Heat**—Convenient "always the same" setting. Perfect for cooking fish, eggs and bacon. Eliminates guessing, peeking under the frying pan.
- ★ **Greater Convenience**—No "matching" of pans with burners—use any utensil on any burner! And you can set the right heat by sight or by sound.
- ★ **Thrifter Cooking**—Save up to 39% on fuel costs alone! It's an important saving—for 80% of home cooking is done on the top burners.

You've a *real* selling story to tell ... features to talk about ... to demonstrate. If you want to make the sale—fast—show what a truly modern range is! The 6 "magic" flames of Alltrol Center Simmer Burners provide the 6 super-selling points you need to make more gas range sales, get buyer action sooner—with less effort. It's a fact: gas ranges equipped with these famous burners outperform all other ranges—regardless of price or type of fuel used.

### WRITE TODAY FOR **FREE** DEMONSTRATION PLANS

Handy pocket-size sales manual, describing a dozen quick, easy, effective demonstrations to dramatize the 6 super-selling points. Yours for the asking.

# SELLING POINTS

**gas range sales**



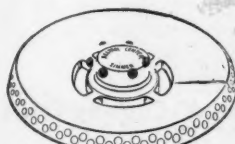
"Click"... convenient Low Frying heat... provides perfect widespread low heat for "most used" frying operations.



Instant full flame... brings foods to cooking temperature in shortest time.



"Click"... efficient Center Simmer maintains boiling in any covered utensil.



"Click"... gentle "Keep Warm" heat... keeps foods perfect for serving without further cooking.

It pays to have a modern range connected to gas... and demonstrate the wonderful Center Simmer Burner.

## HARPER-WYMAN COMPANY

DEPT. 115-B • 8562 VINCENNES AVENUE • CHICAGO 20, ILLINOIS  
ORIGINATORS OF CENTER SIMMER BURNERS



# Sensational New Sales Maker!



**NOW YOU CAN FEATURE THE  
GREATEST ACHIEVEMENT  
IN THE HISTORY OF  
COOKING**



## **"Set It and Forget It" Top Burner Cooking**

Turn dial to desired temperature.  
"Tem-Trol" maintains that temperature accurately until foods are done.



## **"Personalized" Cooking Chart**

Gives proper temperature settings for popular foods, also cooking times.

**ROPER SUPER DELUXE  
with "TEM-TROL"**

## **NO OTHER TOP BURNER SO EFFECTIVE!**

# **ROPER**

**GAS  
RANGE  
with**

# **Tem-Trol**



**Lights automatically at the turn of a dial.**

**Pre-heats rapidly to selected temperature.**

**Automatically maintains correct temperature until foods are done.**

**Keeps foods at serving temperature for as long as desired.**



# ROPER *Tem-Trol*

**AUTOMATIC CONTROLLED-HEAT TOP BURNER  
WITH LOWEST HEAT SETTINGS EVER OFFERED**

**PROVIDES A DEGREE OF  
PERSONALIZED COOKING  
NEVER BEFORE POSSIBLE**

Entirely new! Exclusively different! ROPER "Tem-Trol" is far more than just another top burner. It provides a wider range of cooking temperatures than has ever been available before. It maintains a lower cooking temperature than any previous burner has been able to reach and hold. "Tem-Trol" gives you a super-strong, sure-selling story.

## **Only "TEM-TROL" Gives You These Three Great Selling Advantages**

- 1 WIDE-RANGE HEAT DETECTOR**  
Holds any selected temperature . . . even below boiling. Spring maintains contact with utensil.
- 2 SUPER-SPEED BURNER**  
Reaches cooking heat unbelievably fast. Saves time. Saves gas. Plenty of heat for any utensil.
- 3 "KEEP-WARM" BURNER**  
Tiny, tiny keep-warm flame permits extremely low heat selection . . . the lowest settings ever.



**"TEM-TROL" makes any ordinary utensil an automatic  
controlled-heat utensil . . . regardless of material**



GLASS



ENAMELWARE



ALUMINUM



CAST IRON

**GET "TEM-TROL" DETAILS TODAY!** ➔

### **OTHER FINE ROPER PRODUCTS . . .**

ROPER "arRANGEable" built-in gas cooking units  
ROPER "DRY-AIRE" automatic gas clothes dryer

**GEO. D. ROPER CORPORATION • Rockford, Ill.**

**I'm interested in the ROPER "Tem-Trol" automatic top burner. Rush me full details. Is the ROPER franchise available in my community?**

Company Name.....

Individual's Name.....

Street Address.....

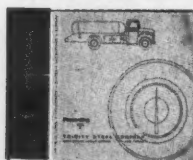
City..... State.....  
BP 1155

# MUCHO GRANDE

## IS THE PAYLOADER

TRINITY is delivering more large capacity truck tanks like the famous Payloader series than anyone else throughout North America, because they make greater payloads available everywhere.

- You get bigger profits with PAYLOADER trucks on those long winter hauls, with fewer stops, less driver and truck time. And, like all TRINITY trucks, you know they are rugged, built for long service, hard use and economy of operation.
- Payloader trucks are designed to meet all universal axle load requirements in all "Thaw Law" states, and are equipped with the exclusive "advanced design" plumbing furnished only by Trinity.
- Insist on Trinity's Payloader models — in capacities of from 2175 to 2450 WG.



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Write today for your beautiful 16-page booklet covering the entire Trinity line of truck tanks, storage tanks and transports.



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Trinity goes to Mexico

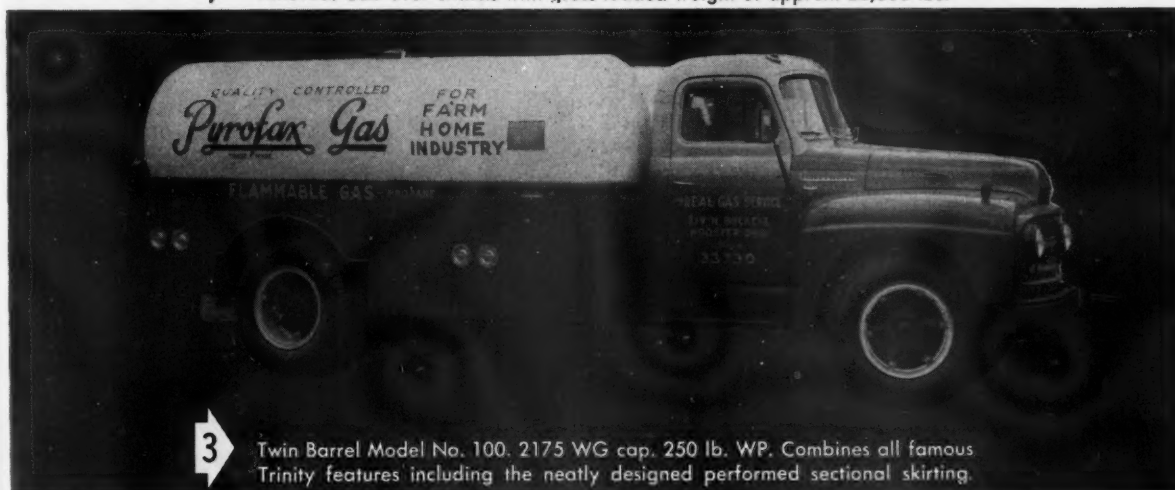


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**2** Twin Barrel Model No. 100. 2450 WG cap. 46" dia. X-rayed and stress relieved. Cab-over-chassis with gross loaded weight of approx. 23,000 lbs.



**3** Twin Barrel Model No. 100. 2175 WG cap. 250 lb. WP. Combines all famous Trinity features including the neatly designed performed sectional skirting.



**4** Twin Barrel Model No. 100. 2450 WG cap. 46" dia. Features unique tandem trailing axle for "Thaw Law" states, and two large "Space Saver" compartments.

ASK US—about financing your new trucks,  
25% down, 24 months at 5% per year.



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EVEREADY GAS SYSTEMS

DALLAS, TEXAS

HA 8-8321

NOVEMBER, 1955

# Year after year after year... Here's why more LP-Gas and LP-Gas Appliances are sold under this label than any other:



**Only Skelgas Offers Dealers These Important Advantages That Mean Leadership in Sales and Prestige:**

**Skelgas has America's best name in LP-Gas.** Recent surveys showed that 71.5% of those interviewed listed Skelgas *first* when asked about LP-Gases.

**Guaranteed dependable supply**—no shut-off when demands suddenly increase in peak winter months.

**Mature leadership** with 28 years marketing experience.

**Huge fleet of tankcars and transports**, to give you dependable service wherever Skelgas is sold.

**Trained field men** who give you

assistance in engineering, sales, advertising and operations.

**America's leading line of top-quality appliances**, specifically engineered for LP-Gas.

**Why not get the facts** about the extra advantages of Skelgas? Drop a line to Skelgas Division, Skelly Oil Company, P. O. Box 436, Kansas City, Missouri. No obligation.



**The industry's most famous appliances**, like this Skelgas Constellation dryer, build "big ticket" business, help you sell more gas!

**"The Name That Made LP-Gas Famous!"**

**SKELGAS DIVISION, SKELLY OIL COMPANY, P. O. BOX 436, KANSAS CITY, MO.** Sales Offices: Des Moines, Iowa • Indianapolis, Ind. • Jackson, Mich. • Kansas City, Mo. • Lincoln, Nebr. • Lubbock, Texas • Milwaukee, Wisc. • Shreveport, La. • St. Louis, Mo. • St. Paul, Minn. • Denver, Colo.



## HERE'S WHAT SELLS HEATERS . . .

Expressly designed to provide greater warmth . . . more comfort. The easiest of all to clean . . . inside and out . . . Here's why: wide service door, entire lower back area fully open, top louver lifts out. Exclusive directional louvers direct the heat at an angle into the room and away from the walls . . . affording better circulation . . . cleaner walls . . . Only Peerless has it. This advanced design will be good for many years . . . a feature the smart buyers demand. There's greater economy . . . greater heating efficiency in a Peerless because it's built by heating specialists with over 70 years of know-how. Top flight quality is evident at a glance . . . and still more so to the most discriminating that look at every minute detail. These are only a few of the countless features that make Peerless the greatest heating value in today's market. Sold thru better Distributors everywhere . . . or write us for literature.



GENUINE

*Peerless*  
**GAS CONSOLE HEATERS**

PEERLESS MANUFACTURING CORPORATION, LOUISVILLE 10, KENTUCKY



## NIGHTMARES *and HOW!*

When the wind blows cold . . . and snow starts to fall . . . demand can be great . . . and customers call . . . are your tanks always full . . . with more on the way . . . do you sleep like a log at the end of each day . . . OR . . . do you see your supply . . . just dwindle and fall . . . and get only promises . . . whenever YOU call . . . each night is a nightmare . . . each day just as bad . . . if this could be you . . . you've a right to be sad . . . for dealers who sell . . . WARRENGAS never worry . . . for production and storage . . . gets them "gas" in a hurry . . . a WARRENGAS dealer . . . has ample supplies . . . so he sleeps like a baby . . . and on Warren relies!

"Corny" but true . . . Warren **DOES HAVE** the production, storage and transportation facilities to assure WARRENGAS Dealers of ample supplies at ALL times. Why not let Warren turn YOUR "nightmares" into "pleasant dreams"!

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MIDLAND, TEXAS

OMAHA, NEBRASKA

COLUMBIA, SOUTH CAROLINA

TAMPA, FLORIDA



## WARREN PETROLEUM CORPORATION

TULSA, OKLAHOMA

# LETTERS



## Moisture in Tank

Montana

I would like to know if it is possible for a 1000-gal. propane tank to condense moisture in it if it is empty but still have about 15 lbs of vapor left in it.

I am having a little trouble with a customer of mine over this. He thinks that it is impossible for water to get into a tank unless we pump it in with our trucks.

R.D.B.

Provided the tank was dry when it was first placed in service, and if there has always been pressure maintained in the tank, then no moisture could enter the tank except with the fuel.

You as the distributor may be innocent because the water could have been in the fuel when it was received from your supplier. Again, it may have entered the fuel through careless handling at your plant or elsewhere by moisture from rain or snow entering the hose, valve connections or other fittings, and then being picked up by the fuel. This may happen at any transfer point. Have you had trouble with other accounts?

Our booklet No. 5—"Bulk Consumer Systems"—has an excellent section on regulator freeze-ups, the causes and means of preventing or alleviating the troubles.—Ed.

## Cold Weather Problem

Arizona

One of our local architects has an operational problem at a government installation.

The agency is using a 35,000-gal. tank for supplying gas to 22 homes equipped with 75,000-Btu heaters, individual gas ranges and water heaters and also has a 2 million-Btu boiler on the same 3-in. line, which is the main artery for the house service.

There has not been any problem

at all in supplying the vapor gas for this system; but also connected to this tank is a 250-hp Buda engine located approximately 200 ft from the tank with a  $\frac{3}{4}$ -in. liquid line running to it. The engine is equipped with a first-stage regulator set at 10 lb, with the heat exchanger and all operating at atmospheric pressure. They state that the liquid line pressure has been running in the cold winter months as low as 25 lb when the full vapor load is in effect.

Now, the problem is this: In the cold weather, the engine will not operate satisfactorily, missing and showing other evidence of insufficient fuel supply. After experiencing considerable difficulty along this line, we hooked up a 1000-gal. tank to the engine, and during the same cold temperatures received perfect operation.

A representative of the Buda Engine Co. claims that you could have a vapor pressure of 25 lb or more from the top of the tank and not have a corresponding liquid pressure. This is something I cannot follow, as it seems reasonable to expect at least an equal liquid pressure, if not a slight pressure, due to the weight of the product.

It seems there are two means of solving the problem in case it is necessary to have additional pressure at the engine exchanger, and that would be to put on a vaporizing unit for the 35,000-gal. tank or locate a 1000-gal. tank at the engine, connected direct. Since they do not have facilities to fill the 1000-gal. tank from the large tank, it would cause considerable difficulty since the 1000-gal. tank would not carry the engine between transport loads, so they were wondering if they could hook up a liquid line direct to the 1000-gal. tank from the large tank.

It was my thought this would be satisfactory if they never let the 1000-gal. tank overflow, and they won-

dered if there was some way this could be handled automatically where the connection would be free-flowing continuously.

To my knowledge, it would not be feasible to handle in this manner, but thought you might have some suggestion along this line whereby they would not have to continuously watch the 1000-gal. tank and could have it equipped with some automatic filling device where there would not be a possibility of overflowing beyond the 83% marker.

F.B.

If the gas pressure in the vapor space of the tank is at 25 lb or at any other pressure, the liquid is at the same pressure plus the weight of the column of liquid, if there is any appreciable depth. There are two questions, however.

(1) Is the pressure gauge reading accurately? This is, in a measure, immaterial unless the tank pressure is much lower and not adequate to force the liquid to the engine.

(2) What is the elevation of the convertor on the engine relative to the level of the liquid in the tank?

It is assumed that the liquid line is buried. The soil may be much warmer than the liquids in the tank. This is due to the refrigerating effect on the liquid in the tank caused by evaporation of liquid to form gas for the vapor draw-off. The liquid in the warm underground line will boil and form a large amount of vapor to displace liquid in the  $\frac{3}{4}$ -in. line. This may overload the line and cause an undue pressure drop, part of which may be in the small copper tubing and openings in the filter and convertor on the engine. This could account for lower pressure at the engine than at the tank. Also if the engine is at a higher elevation than the tank, there will be about 1 lb drop for each 4 ft of elevation of the engine above the level in the tank plus friction and other restriction losses.

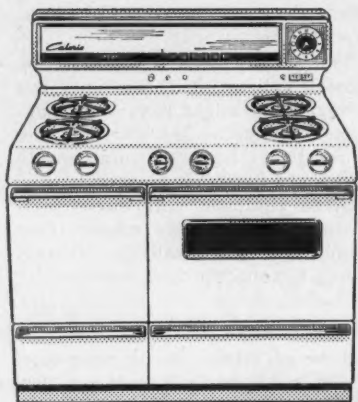
The  $\frac{3}{4}$ -in. line appears adequate under normal conditions. However, it may have some serious restrictions in it such as sand, dust, scale or similar material jammed in one or more elbows. Without knowing more about the installation we cannot advise where to check first. Cleaning the line may eliminate the trouble.

Since the unit operates satisfactorily in ordinary weather when the pressure is up and the tank is not refrigerated, a vaporizer will prevent the low pressure condition.

A second liquid tank located near the engine but fed by the large tank may not improve the condition unless the trouble is due to a restriction in the underground  $\frac{3}{4}$ -in. line. The reason it will not help is that there is no way to build up the pressure in the second tank. If the  $\frac{3}{4}$ -in. line has a restriction, the second tank might help since it would act as a reservoir and separator so that liquid only would move on to the engine.

The liquid can be pumped from the first tank to the second. After filling the tank the pump can be shut down again. A

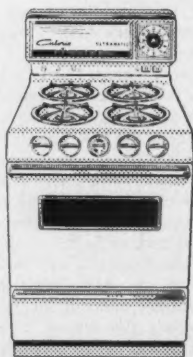




**Caloric PALM SPRINGS new 40" range**  
With automatic oven timer, extra large "Harvest" oven and Roto-Ray Barbequer. Also available with 6 top burners, 2 ovens and Lo-Broiler.



**Caloric WHITE SANDS new 36" range**  
With automatic oven timer and with both full-size oven, "Pastry" oven and Lo-Broiler, or one oven and Ultra-Ray Hi-Broiler with Roto-Ray Barbequer.



**Caloric SEA ISLE new 24" range**  
With automatic oven timer, 20" "Harvest" oven, and full-size Lo-Broiler, 4 top-burners.

THOUSANDS OF YOUR CUSTOMERS ARE SEEING

**Arlene Francis**

DEMONSTRATE  
THE SENSATIONALLY NEW  
AND ULTRA-CONVENIENT



*Caloric*

**THERMO-SET**

**GAS TOP**



**BURNER**

ON HER NBC-TV NETWORK SHOW **HOME**

For your biggest Fall Season—meet the demand she's creating for modern cooking's most spectacular advance with this master line of all-new Caloric gas ranges

This wonderful automatic feature makes all cooking fool-proof. Your customer need only set the dial to the desired temperature (just like an oven control) and the miracle THERMO-SET top burner does the rest. The THERMO-SET Sensing Element keeps the temperature of her pot or pan just where she wants it...automatically! No burning! No scorching! No boil-overs! It's just one of the many years-ahead automatic features of the colorful Caloric gas ranges.

Others are the In-a-line timer with bell, oven indicator light, timed appliance outlet and "matchless" performance. And for year-around rotisserie barbecuing, there's the famous Caloric Roto-Ray Barbequer.

Distinctively styled by Peter Müller Munk Associates, the new Caloric gas ranges have angled panel controls and smartly designed backguards with indirect fluorescent lighting in four glowing pastel hues.

Yes, for up-to-date automatic cooking conveniences, the call's for Caloric, now, more than ever, America's easiest range to keep clean.

**CALORIC APPLIANCE CORPORATION, Topton, Pa.**

Ranges

Built-Ins

Dryers

Disposers



As presented on

**HOME**



BUTANE-PROPANE News





check valve in the line will prevent return flow. Compression of the gas over the liquid in the second tank will improve the pressure slightly.

If the small tank is used as a surge or separator tank and the feed from the large tank remains open as it does when directly connected to the engine, there would be no danger even though the tank did fill above the 83% marker. Pressure build-up will force the liquid back to the large storage. There is a question though, if the pressure gets too low, whether the second tank will eliminate the trouble.

The vaporizer to prevent low initial pressure seems the better solution.—Ed.

## Sand Drying

*Missouri*

A potential customer of ours in the sand drying business has been using fuel oil.

He was wondering if there were any others around the country in this type of business using propane. At present he is a small operator, but is enlarging his plant.

He has a dryer about 15 ft long and 30 in. in diameter, with a fan on the outlet and one mixing the oil and air.

We were wondering what would have to be done to convert this to L. P. gas. And if it would be advisable.

We can save him about 4 cents a gal. on fuel, but we were wondering if it would be advisable and if LPG would give him the same results.

C.B.

Yes, L. P. gas has been used for drying sand and other similar products. It has proved economical and quite satisfactory because of the extreme ease and exactness of control.

We see no reason why the change cannot be made satisfactory and cannot do a better job on drying than the oil.—Ed.

## Float Valve Needed

*Iowa*

We need a valve to handle propane vapor which will close in the presence of propane liquid in conjunction with a vaporizer being contemplated.

We realize that vaporizer manufacturers use a float valve to eliminate the possibility of liquid reaching the

burner. In our case, however, we do not intend to use a tank such as is commonly found and therefore we have no room in which to place a float valve.

We will appreciate hearing if you have any suggestions as to how this problem can be solved.

H.N.R.

We do not know of any valve to handle propane vapor which will close in the presence of propane liquid except a float-type valve.

The float-type valve is generally used one way or another to provide protection against liquid entering the gas stream leaving the vaporizer.—Ed.

## Testing Cylinders

*Netherland West Indies*

We use 100-lb ICC cylinders. Some new cylinders were slightly dented during transit. This does not look very serious.

Will you answer these questions:

1. Is it objectionable or unsafe to use cylinders with a small dent if pressure test shows sufficient strength?

2. What is the test pressure for 100-lb ICC propane cylinders?

S.T.

It is not unsafe or objectionable to use cylinders with small dents in them if the metal is not gouged out or otherwise weakened. A visual inspection will usually ascertain if the dent also contains additional damage such that the metal is weakened.

The test pressure is twice the design working pressure. That is, if the tank is an ICC 4B 240 or 4 BA 240, the working pressure is 240 lb and the test pressure is 480 psi. The 4B, 4 BA or similar letters and numerals, designate the ICC specifications under which the cylinder is fabricated. The numbers following the specification designation represent the design working pressure.

We are enclosing herewith a tear sheet from our August 1954 *Butane-Propane News* which contains an article entitled "How to Make Visual Cylinder Inspections."—Ed.

## Gas for Grain Dryer

*Ohio*

We are going to install gas to a grain dryer. The burner or burners have a capacity of about 4 million Btu. We are wondering just how we should install this.

We wanted to put a 1000-gal. tank and a high pressure regulator that will run to the burners and then reduce to a low pressure.

We have never installed to a burner with such a capacity and wonder if

you would suggest what the best pipe size and regulator size would be wise to use.

E.R.G.

A rate of 4 million Btu per hour will require about 44 gal. of propane per hour (4 million ÷ 92,000 Btu per gallon). We do not believe a 1000-gal. tank, or even two of them, can carry this continuous load all day. It seems advisable for you to use a vaporizer of about 50-gal. capacity in conjunction with the tank.

The 1951 printing of the "Handbook Butane-Propane Gases" has a table on page 317, with illustrations, covering the use of vaporizers.

We cannot advise the pipe size because we have no idea how long it will be, nor how many elbows, valves and fittings will be in it. You should first determine the equivalent length of pipe in the run by measuring the actual length of pipe required, then adding the allowance for elbows and fittings in accordance with Table 1 on page 316. Then determine the size of line required from Table 4, in the same manner as described below Table 4.

It would appear that 1-in. is about the minimum size pipe which you should consider for runs of up to 100 ft of equivalent pipe length.

It is suggested you contact your regulator supplier to help you size the proper regulator for this service. Be sure that the secondary regulators have adequate capacity for the low inlet pressure of 10 or 15 lb which will be fed to them from the primary regulator through the long gas line.—Ed.

## Boat Installation

*Michigan*

We have recently received an inquiry from a small yacht owner regarding the feasibility of a gas refrigerator on a pleasure craft. We have heard of some installations of this kind and presumably they are satisfactory.

We are wondering if there is any code governing the installation of gas refrigerators on pleasure craft and what is the experience of the L. P. gas industry with respect to this field.

L.M.

You should contact the nearest Coast Guard office for the final word in this matter. They have specific rules for the use and installation of equipment on small craft.

We know of some pleasure craft that are equipped with L. P. gas stoves and refrigerators. The service cylinders and regulators are generally placed on the upper deck and the low pressure gas piped to the refrigerator and stove.

It is our understanding that pleasure crafts not for hire may use L. P. gas in this manner, but any small craft that carry passengers such as pleasure fishing craft, small ferries, etc., are not permitted to use it.—Ed.

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**LP Gas**

## **AVAILABILITY**

An uninterrupted supply from more than 30 plants and refineries, each with tremendous production capacities, among the largest and most modern in the world.

## **TRANSPORTATION**

An already huge fleet of tank cars, continually being expanded to bring "on time" deliveries to customers everywhere.

## **QUALITY**

Modern facilities, pains-taking production, and years of experience make TULOMA LP-GAS a dependable fuel of the highest quality.

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Trained, experienced technicians give personal attention to customer operations far beyond contract obligations.

## **CONTACT TULOMA TODAY**

Write, wire or call....

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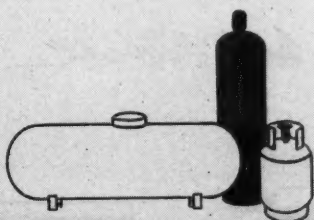
## Beyond the Mains

MAY WE CONGRATULATE THE BOARD OF DIRECTORS OF THE LPGA on its recent unanimous decision to establish a new division of the Marketers' Section, with the special assignment of promoting summer consumption of L. P. gas and the ultimate objective of balancing the winter/summer load ratio on a basis of 1 to 1.

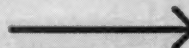
The action of the Board was taken in response to interest aroused in both the producing and marketing ends of the LPG industry as the result of an analysis of the need and a proposal for action presented in this department of our February 1955 issue. We consider it particularly commendable that the Board was able to reach its decision without the delays that so frequently characterize the conduct of affairs of large associations. Here is a brief run-down of what happened:

Our editorial analyzed the problem and proposed as its solution the establishment of a new section of the LPGA with the specific duties of promoting tractor carburetion and other activities which increase summer consumption. A wave of favorable response was immediately apparent. This showed its greatest strength among the LPG dealers of the Mississippi and Missouri valleys and the Gulf states, and among the producers in those same areas. This interest built up to groundswell proportions at the Chicago convention in May.

LPGA officials pointed out that several of the activities that would be involved were already being carried out by various sections and committees of the association, and that the logical solution was to coordinate these activities and add such other elements as would be necessary to build a properly rounded program. This could be done within the existing framework of the association. The new board, at its meeting on the closing day of



Continued ...





Continued ...



## Beyond the Mains

the convention, referred the project to the Organization Committee, with the request for a thorough investigation and the recommendation of a program which was to be submitted to the next board meeting, in September.

The organization committee asked for our help in establishing the facts and in framing a program based on this investigation. This involved a conference to lay out the plan of the investigation, correspondence with a large number of individuals to establish the facts and solicit their suggestions, and a final conference to summarize the responses and build a program. This program, as formulated by the organization committee, was presented to the board and unanimously adopted. President McAllister was authorized to organize the new Division of the Marketers' Section, to select a name for the group, and to outline the scope of its duties. By the time this is in print these preliminaries are scheduled for completion, and the new division should shortly become a functioning body of the LPGA.

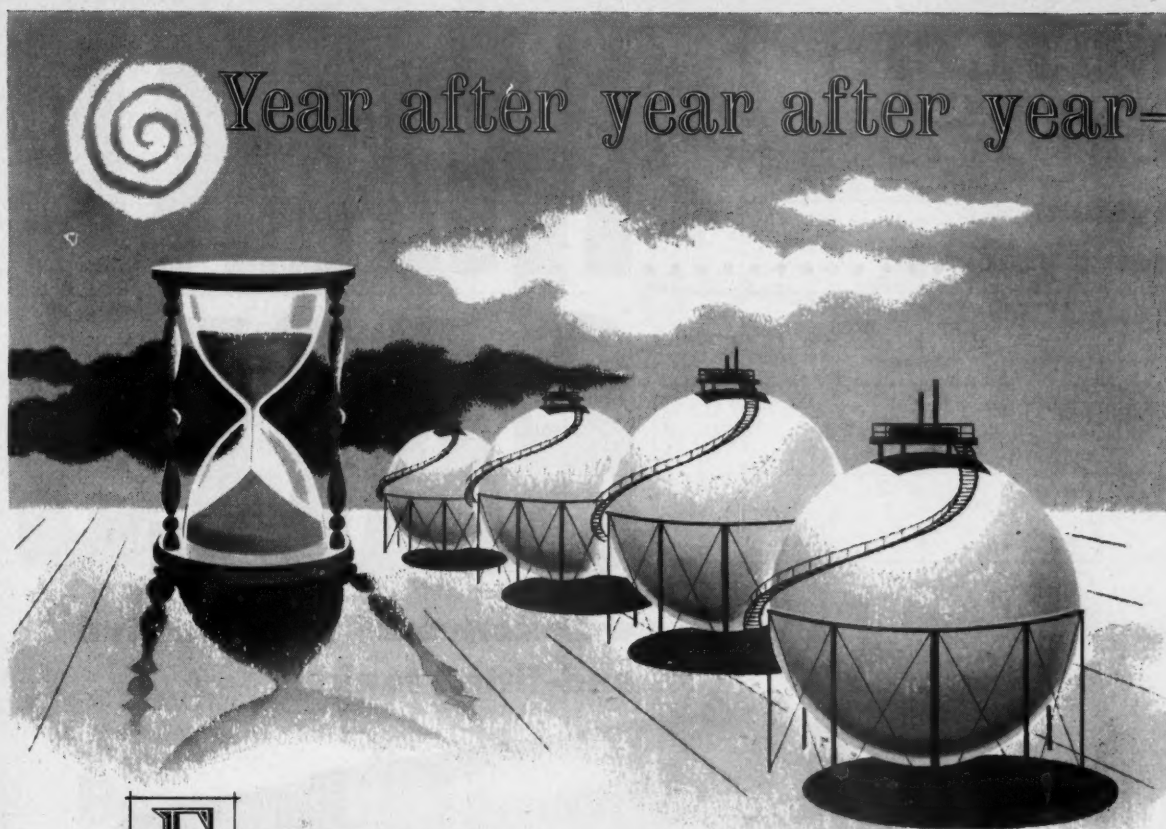
This entire episode is, in our opinion, a fine example of individuals within an industry working together to help themselves. These results could not have been accomplished by any one individual, or even by a small group. The program is the result of the combined thinking and effort of a large number of people working toward the solution of a common problem. As the results become apparent, the thanks of the entire industry should be given to every person who contributed time and the fruits of experience in working out the problem.

Now, a word about the activity of our magazine in connection with this project. One of the normal functions of an industry magazine is to keep abreast of the needs of its subscribers, and to present constructive suggestions for the solution of those problems. It is an obligation of leadership which it shares with the industry associations. Speaking personally, it has been a source of great satisfaction to have been able to quarterback the play. We called the signals and put the ball in motion. But it was the team that made the touchdown.

*Karl Abell*







**E**very Shell Propane Contract  
Customer has this assurance—

**M**y propane supply is proved and  
reserved for me whenever I want it...  
along with the competent service  
that goes with it.

**P**roved reserves at 26 production centers.

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*Blue Belle*®

**System**

**helps you .....**

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**with convenient, distinctive  
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elevated to provide room for a liquid pump.

**Household users** like Butler Blue Belle distinctive two-tone color scheme and streamlined bonnet. Butler Blue Belle good looks stand out from the crowd—help advertise and build good will for you.

**Blue Belle quality** and high-strength steel exceed ASME requirements for unfired pressure vessels. Tested and approved by National Board inspectors and carry the UL label. Write today for complete information on Butler Blue Belle—the system that helps you sell.

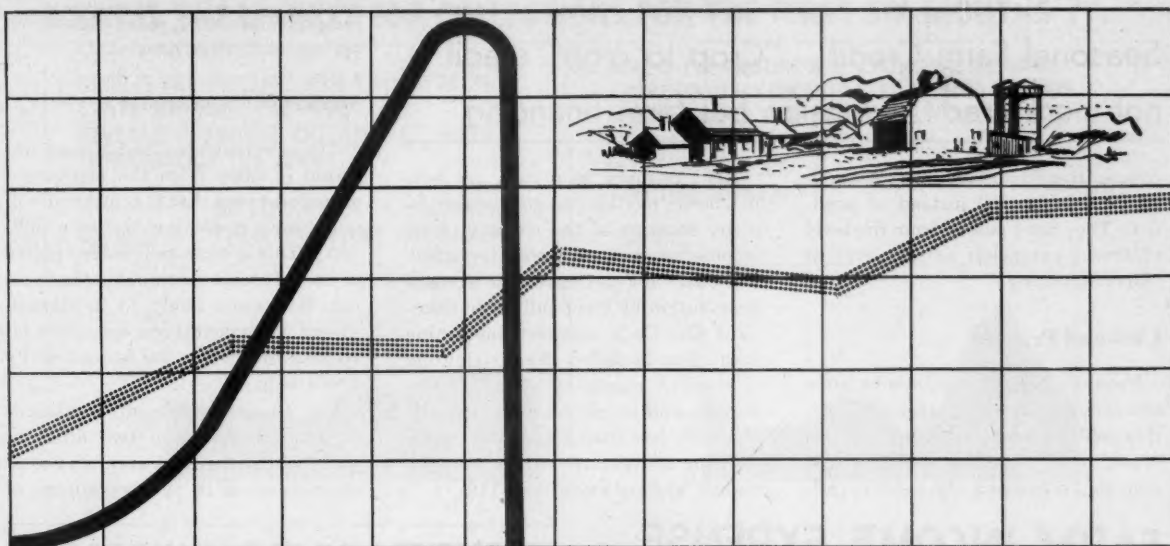


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Factories located at Kansas City, Mo. • Galesburg, Ill. • Richmond, Calif. • Birmingham, Ala. • Houston, Tex. • Minneapolis, Minn.



With farmers' income tending to level out through the year, why should receivables continue to fluctuate?

## Beware of Seasonal Farm Credit!

**It's not an absolute necessity — in fact, it's an anachronism, statistics show. Besides, overextension of credit today might require overcompensation tomorrow.**

**I**S seasonal farm credit an absolute necessity in making fuel sales to farmers?

As LPG continues to become increasingly popular for use in tractors and other powered equipment on the farm, the question of how far to go in extending fuel credit becomes a constantly growing problem. Many dealers feel that their fuel sales will be jeopardized if they do not adopt liberal credit policies. As a result, they are delivering LPG for use during the spring planting season and collecting payment after harvest time in the fall.

Not only are such dealers exposing themselves to the risk of crop failure and consequently unpaid bills in the

fall, but they are reducing their badly needed working capital. And even though they have not received payment for their marketed fuel, they have to make sizable cash outlays in addition to carrying receivables. For example, state tax, federal tax, and freight costs have to be paid, and no interest is being received on these cash advances for carrying customers through the summer.

This same problem has for some time confronted gasoline suppliers, and LPG dealers can benefit from their experiences in coping with the problem. At a recent meeting of the division of marketing of the API, J. W. Ross and M. L. Rufer, Standard Oil Co. (Indiana) economists, re-

viewed the credit problem facing gasoline suppliers, and made suggestions for successfully meeting it. Many of these suggestions are applicable to the LPG industry.

It was pointed out that in the past it was an almost universally accepted policy among grocers to let farmers pay their grocery bills once or twice a year. But today, nationwide, groceries are practically a cash item. Years ago machine houses traditionally made collections during the fall harvest months, but they, too, have changed their thinking. Today, they are aggressively following collections through the early months of the year.

Many men engaged in both of these marketing ventures went broke in 1933, and those who were able to stay in business had learned their lesson. Many gasoline suppliers trying to finance seasonal credit also went broke in 1933, but apparently the survivors did not heed the warning as did the grocers and the machine-house owners.

Today, jobbers and gasoline companies in some sections of the country are initiating "crop-to-crop" or long-time credit, in order to gain a



## Seasonal Farm Credit... "Crop to crop" credit is not mere credit extension but farm financing.

competitive advantage. They are selling "credit terms" instead of products. They have passed from the level of credit extension to the level of "farm financing."

### Unsound Practice

From an industry standpoint, such a practice is unsound, since competitive jobbers and companies are also drawn into the financing business, and the presumed competitive ad-

Also, farmers, as a rule, are now in a better pay-as-you-go position. In many sections of the country, farm income has become more diversified. The chart in Fig. 2 shows the average distribution by commodities in Standard Oil Co.'s midwest marketing area. Fig. 3a shows the distribution of revenue month-by-month in this section, and as can be seen from the chart, no less than 7% of the yearly revenue is received during any one month, and no more than 11%.

## FARM INCOME, EXPENSE AND PURCHASING POWER

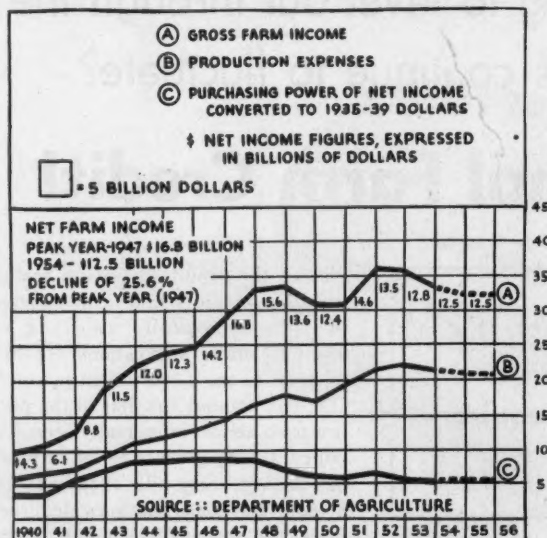


Fig. 1.

vantage soon vanishes.

The danger in long-term financing of farm-consumed products is visually pointed out by use of the chart in Fig. 1. It shows that, while farm production costs have risen in a generally steady manner since 1940, the purchasing power of net income converted to 1935-1939 dollars has remained on approximately the same level. The net income, expressed in billions of dollars (today's value), has dropped 25% since 1947. Removal of price ceilings from items which the farmer must purchase, and a decreased demand for farm products, have made the farmer a less sure long-term-credit risk.

Of the 15 states in Standard Oil's midwest marketing area, North Dakota's revenue is the most concentrated during the harvest months. However, even these, the lowest percentage of yearly revenue in any single month is 4%, which is received in July, and the highest is 17%, received in October (Fig. 3b).

### Increased Capacity

During the war, Standard Oil, like most other major oil companies, increased capacity. Today, with an over-supply of gasoline, there has been a tendency on the part of marketers to increase sales by granting

long-term credit, in many cases from spring until after harvest.

### Marketers' Standpoint

The company considers this an unsound practice from the marketers' standpoint, one that if continued will eventually cause the farmer difficulty. This is because if such a policy of liberal credit continues at the present, it is very likely to be discontinued when conditions are not so favorable and when the farmer really needs help.

Fig. 4 represents credit conditions of two companies in two different states in the midwest area, and compares them with the percentage of

## SOURCES OF FARM INCOME

FARM INCOME IN THE MIDWEST IS WELL DIVERSIFIED. HERE IS THE DISTRIBUTION BY COMMODITIES IN THE 15 STATES IN OUR MARKETING AREA:

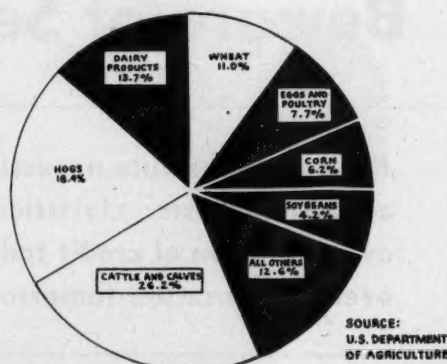


Fig. 2.

yearly farm revenue collected by the farmer during the first six months of the year. In the case of company "X", maximum credit period was three months. Company "Y" made arrangements to receive pay for its gasoline on October 1st. This particular year was a poor crop year. The jobber concerned with the company in state "B", not wanting to increase his credit balance, began cutting off customers at the end of the first six months. The jobber in state "A", with one million dollars already in the till, was able to forge ahead aggressively. This example shows the sales advantages of pursuing the policy of collecting-as-you-go.



## WHAT IS THE MARKET FOR COLLECTIONS FOR THE FIRST SIX MONTHS ?

HERE IS THE PICTURE FOR THE FIFTEEN STATE MARKETING AREA REVENUE IS SPREAD OUT QUITE EVENLY THROUGHOUT THE YEAR

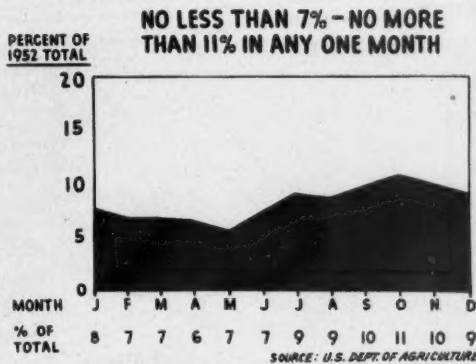


Fig. 3a.

HERE IS THE PICTURE FOR NORTH DAKOTA WHERE THE REVENUE IS CONCENTRATED DURING THE CROP MONTHS MORE THAN ANY OTHER STATE IN THE MARKETING AREA - **HOWEVER** - NO LESS THAN 4% - NO MORE THAN 17% IN ANY ONE MONTH

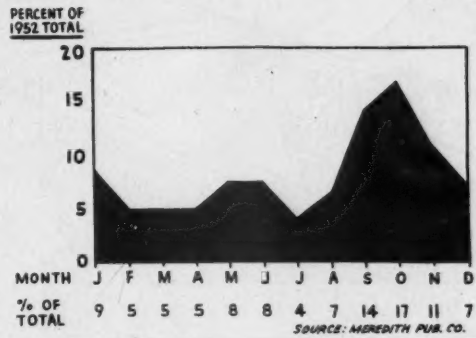


Fig. 3b.

The effect on vital working capital of liberal credit policy is pointed up by the chart of Fig. 5, showing a composite breakdown of working dollars of 30 large oil companies. It is evident that receivables are one of the largest investments, and this item represents idle dollars.

Standard Oil has clamped down on its seasonal credit to farmers, and the resulting effect on its available working capital is significant. At the end of 1954, the company's credit balance was \$33.5 million. Had it operated on seasonal terms, its credit balance would have been \$101.2 million.

Based on their findings related to seasonal credit policies, the authors suggested to the gasoline industry the following measures as a means to minimize the ill effects:

1. Train your company personnel to collect as they go throughout the year.

2. Furnish employees with information as to revenue available to farms throughout the year, as shown on chart in Figs. 3a and 3b.

3. Aim at 92.3% of consumer credit sales collected by Sept. 30 of the current year.

These measures, with modifications, can be put to good use in the LPG industry. Some reckless dealers may say that they have never been hurt by extending long-term credit. By the same token, some people cannot see the need for stopping at railroad crossings. After all, as one man stated, he had never been hit by a train.

## EFFECT OF CREDIT SITUATION ON FUTURE POLICIES

	1ST 6 MOS. CR. SALES	COLLECTED 1ST 6 MOS.	UNCOLLECTED 7/31	% OF YEARLY FARM REVENUE REC'D 1ST 6 MOS.
STATE 'A' CO. 'X'	\$1,496,000	\$1,190,000	\$295,000	43%
STATE 'B' CO. 'Y'	800,000	50,000	750,000	44%

SOURCE: COMPANY RECORDS

Fig. 4 (above).

Fig. 5 (below).

## WORKING DOLLARS ARE IMPORTANT

### Composite of Current Assets for 30 Oil Companies

	CENTS												SOURCE: COMPANY RECORDS			
	1944	45	46	47	48	49	50	51	52	53						
CASH IN BANKS AND ON HAND	20.0	22.6	21.2	21.8	22.4	22.7	21.1	18.3	17.3	16.7						
MARKETABLE SECURITIES	23.3	26.6	22.6	15.9	12.5	15.2	21.3	26.0	21.5	26.7						
ACCOUNTS AND NOTES RECEIVABLE	25.1	19.0	19.5	24.6	23.6	21.3	22.7	21.5	21.7	22.1						
INVENTORIES	28.6	29.7	34.1	35.1	36.6	38.1	32.9	31.6	32.5	31.9						
PREPAID EXPENSES AND OTHER CURRENT ASSETS	3.0	2.1	2.6	2.6	2.9	2.7	2.6	2.6	2.6	2.6						



This sign placed in yards of L. P. gas customers helps two outside furnace salesmen spot potential prospects and serves as an effective ice breaker. Mounted on either tree or steel post, sign is personalized with name of homeowner.

## In St. Joe Everybody Uses Cookgas ...and Everybody Knows It

By Grier Lowry

**C**ONCENTRATION on selling heating equipment beyond the natural gas mains is a highly profitable activity at Cookgas Plumbing & Heating Supply, L. P. gas dealer in St. Joseph, Mo. The company operates three trucks in providing service to 2000 bulk retail customers, and has a network of 38 dealers in the Midland Empire territory, who, operating independently, provide bottle service to from 100 to 900 customers

each. These sub-dealers are all located within 60 miles of St. Joseph.

The firm's record of selling an average of 65 central gas heating installations a year is a credit to the vision of one man—Earl Henze, who came in as general manager of the operation four years ago. An expert heating engineer, Mr. Henze was quick to seize a golden opportunity to do a job of selling the firm's customers on merits of central heating plants.

Averaging from \$800 to \$1000, central heating installations are big-ticket sales and contribute a substantial portion of the total gross business at this 45-year-old operation, which started as a plumbing specialty shop and gravitated into L. P. gas 19 years ago.

In selling central heating units, the emphasis is on enlightened sales discussions with prospects, good installations, prompt repair service, special promotions and personal contacts.

General Manager Henze is a stickler for treating each heating instal-

Prompt service is important phase of firm's intensive central heating sales-building program among L. P. customers. When cold snap hits, two furnace service experts are assigned to check new furnace installations under operating conditions.



lation on an individual basis. He goes all-out to make each job the most efficient possible for a particular need.

"After all," he reminds us, "we're primarily in business to sell L. P. gas and we plan to serve these customers for years to come. We can't afford to risk our reputation with our L. P. gas customers by selling them anything except the finest, most efficient heating equipment on the market."

Emphasizing a subtle approach, the firm depends to a large extent on two outside salesmen to turn up good leads for heating business. One idea has proved a real help to these outside men in developing prospective heating buyers. First, Mr. Henze polled the 2000 L. P. gas customers to determine whether they favored the idea of permitting the firm to place a sign in front of their homes. Eighty percent of them went for the idea.

Now the firm has hundreds of small metal signs posted in yards of L. P. gas users. Costing only 75 cents each, the signs are either attached to a tree in the yards or placed on steel posts which cost the firm 49 cents each. The signs are personalized with the name of the resident, which helps identify his home, and also identifies him as a Cookgas user.

"The signs are an effective, inexpensive form of advertising," says

Mr. Henze. "They're a real boon to our outside heating salesmen since it permits them to go up almost any farm-to-market road and spot a dozen or so of our customers on whom they may call. Much better than a calling card, the signs are a real ice-breaker for salesmen."

"Then to put the call on an even more cordial basis," he said, "these salesmen present housewives with fly swatters, scouring pads and plastic spatulas. By permitting salesmen to get inside the homes and to get on a friendly footing with prospects, small gifts have played an important part in our heating sales build-up program."

Improvements made by manufacturers on heating systems have been a boon to the dealer making a bid for heating sales in rural areas, according to Mr. Henze. A few years back, it was often necessary for the farmer to add a complete wing on his home or build a basement if he expected to add a central gas heating plant. With the introduction of perimeter and horizontal heating systems these problems were erased, and the L. P. gas dealer had an additional incentive to go after the heating business, according to the Missourian.

Sales discussions with heating customers are built around informative selling points. No attempt is made to give the prospect the impression that

a central gas heating installation will save him money. Instead, the customer is sold on the advantages of the system—the comfort, the convenience, the trouble-free operation.

If the customer is using stove heating, chances are he has two or three units operating in various rooms and still isn't obtaining uniform heat. "Is your bedroom comfortable in the winter?" the customer is tactfully asked. "Does your kitchen heat well?" If the answer is in the negative, the customer is advised he can forget these troubles with central heating. He can also forget about ashes, about stoking. If he makes a weekend trip, his house will be comfortably heated on his return, he is told.

Salesmen also cite the advantages of forced-air over gravity type heating systems. Economy and better heat distribution are among the angles stressed.

"Farmers, for the most part, are mechanically minded," points out Mr. Henze. "They are invariably impressed when we tell them what forced air controls are designed to do and are particularly interested in the operation of the blower and the thermostat."

"I think too many gas furnace salesmen stress the price angle in selling forced air units," he added. "We get better results from sidestep-



## Everybody Uses Cookgas...FHA loan is the best loan a dealer can offer the customer

ping price and emphasizing what it will do for the customer. A forced-air unit runs the cost up \$200 or \$300, but the price factor can easily be overcome by stressing improved results."

Each heating job is carefully studied by Mr. Henze, who knows his job from A to Z. He decides on the size of furnace needed, figures heat loss, blue prints location of warm and cold air ducts, often provides the customer with a complete floor plan so he may see just how scientifically engineered the job will be.

"The floor plan exerts strong influence on customers," says Mr. Henze.

The dealer believes the greatest single aid to the L. P. gas firm making a bid for gas heating sales is the FHA loan. It's the best loan a dealer can offer a customer, he believes. It has a number of advantageous features. There is no governmental investigation of the customer. The

papers can be drawn up and completed by the salesman and the customer. The customer has 36 months to pay. He can choose his own lending institution. The interest rate is a reasonable 5%.

At least 90% of the Cookgas central heating installations are FHA-financed, Earle Henze reports.

Helping bolster the reputation of the firm among heating buyers is a service department policy which provides a one-year free service plan on each job. Bulk of the furnaces are installed in June, July, August and September, prior to the heating season. Each furnace is tested, the flame adjusted, blower set, etc., at the time the installation is made. With the arrival of cool weather, the serviceman returns and checks the installation under operating conditions. The firm has two furnace servicemen and as soon as a cold snap hits, their primary responsibility is to check every new furnace job.

"Our one-year free service makes

a sharp impression on the buyer. It gives him the feeling that we're really sincere in wanting him to have the most efficient heating unit possible," says Mr. Henze.

Backing the service department is a \$3000 stock of furnace parts including controls, transformers, motors, regulators, and thermostats. When trouble occurs in the middle of a cold winter night, the part needed is immediately available to put the equipment back into operation.

The firm employs both radio and newspaper advertising to keep the company's name uppermost in the minds of heating buyers. Envelope stuffers of manufacturers' material goes out year around with statements. During the summer a series of three-column 9-in. ads feature institutional-type copy on furnace installations. Typical caption on one of these ads reads: "Get Your Home Ready for Winter. Use Your Credit, Free Estimate." Another says: "For Winter's Icy Blasts. Don't Wait and Spoil the Comfort of Your Farm or Suburban Home."

Radio spot announcements appear before market reports. They mention automatic features of modern central heating plants. In August the firm starts sponsoring a 10-minute program of recorded music and this program runs through the fall and winter months. Commercial announcements concentrate entirely on heating equipment, mentioning the comfort and convenience of bringing rural homes as up-to-date as city homes with L.P.-operated central gas equipment.

Outdoor advertising is used as a supplementary advertising medium. The firm has a dozen twin-bottle signs in prominent spots contracted for with farmers. These are constructed by welding two 100-pound cylinders together with cross members and steel posts which form a T. The signs are cemented into the ground and have "Cookgas" lettered plainly on the canopy that extends over the top of the sign. Regarded as an inexpensive sign that is easy to install and maintain, the bottles are painted in aluminum by the drivers. There is little about the signs that can be damaged by youngsters who might like to use them as targets.

The Cookgas company has storage for 65,000 gallons of L.P. gas in St. Joseph.



"Sell comfort and convenience features, not price," says Earl Henze, general manager, Cookgas Plumbing and Heating Supply Inc., St. Joseph, Mo. Averaging 65 gas central heating unit sales per year, the firm places emphasis on informative selling in discussions with prospects.





Walter Jetton doesn't have to wait until his caravan arrives at the scene of a barbecue to fire up his rolling bakery—hundreds of rolls bake to perfection as each unit rolls along. The panels on the side store up to 7000 buns and keep them warm until serving time.

## Propane Helped Walter Jetton Become... "King of Barbecue"

By Ruel McDaniel

● **A New England clambake on a Texas beach or a Texas barbecue in Georgia—a tea party for 25 or a national convention of 25,000 — they're all the same to this enterprising ex-meatcutter and his wide-ranging chuck wagons.**



● **R**ECENTLY a caravan of "chuck wagons" belonging to Walter Jetton, Fort Worth, Texas, hit the trail for Atlanta, Ga. Aboard the nine vehicles were 36 men and the basic provisions and equipment for serving 19,000 hot meals to a fun-loving bunch of Junior Chamber of Commerce members holding their annual national convention.

This chore was merely routine for Walter Jetton, "King of Barbecue," for he had served 25,000 meals to the same organization in Colorado Springs the year before.

Starting out as a specialist in West Texas chuck-wagon cooking, Walter

Jetton now serves more than 3 million meals annually in a dozen states. Although he still prefers to cook and serve barbecue, he will cook and serve anything a group wants and is willing to pay for. Not long ago he handled an old New England style clambake—on the Gulf beach of Texas—for a group of dreamers, and although it was Mr. Jetton's first clambake, his customers said he out-did staid New England with his clams baked in the wet sands of the Gulf beach.

Early in September 1955 a group asked him to serve meals for 3500 men and women on Galveston's



There's the instrument that makes the fabulous Jetton operation possible: Walter Jetton points to the 30-gal. propane tank that fuels his bake-oven-on-wheels.

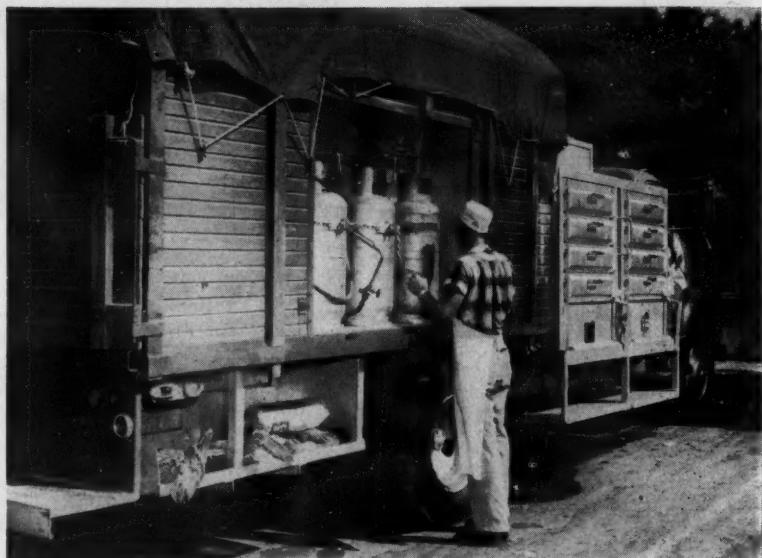
famed Pleasure Pier. It was the first time gaping Galvestonians ever had seen a bunch of chuck wagons on their pier, even though they'd seen nearly everything else. These 3500 people wanted fried fish. Walter Jetton and his crew fried the fish, right on Pleasure Pier, and served it crisp and hot.

Foundation of the equipment that makes it possible for the Jetton organization to travel a block or a thousand miles, to serve a group of 25 or 25,000, is the propane gas equipment on the various mobile units.

### How It Started

He has been cooking barbecue for 30 years. It started when he operated a meat market in Fort Worth and began smoking up a little barbecue in back of the shop for his own use. Gradually his customers began to call for orders to take home; and eventually a church group asked him if he could bring 25 pounds of his barbecue over to the church on a certain evening and serve it. The women of the group agreed to bring bread, salad and pickles, if Walter Jetton could supply the meat.

He did, and the catering business, centering around outdoor barbecues, has been snow-balling since. He bought mobile equipment and started



This combination unit has baking ovens as well as storage space for carrying propane tanks. Gas from these tanks may be used for heating water or other general uses around the campsite.

serving complete meals to groups at outdoor affairs in 1947.

By this time he realized that he "had something" in this barbecue catering business, and he began an earnest study of western style cooking. He roamed West Texas, talking with every old-time ranch chuck-wagon cook he could find. He got from them their secrets of serving good meals while a cow outfit was on the move; he got their favorite recipes for cooking meats, beans, bread. Most of all, he picked them for their barbecue sauce recipes.

After that, he was ready for any-

thing. He added other mobile units and he let it be known that the group need not bring a thing to the party except themselves. He set up his own potato salad factory; he bought pickles wholesale, through the supermarket he still operates; he supplied everything to round out a buffet or table-served meal, to and including paper napkins and even toothpicks, for those who wanted them.

### Private Cafeterias

Today the organization owns 20 mobile units, and about 100 men and women work for the catering end of the Jetton business. In addition to serving mobile meals to as many thousands as want them, the concern operates three private industrial cafeterias and the supermarket.

The 100 employees form the nucleus of the catering staff, but when an extra large party comes along, Mr. Jetton has a stand-by list of men and women who want to work part-time, and a substantial part of this stand-by list is made up of those who work regular hours for one of the cafeterias or the supermarket and want to make extra money helping out with the big parties.

Mr. Jetton handled the JC party in Atlanta with only 36 regular members of his catering staff. They in turn hired a few extras in Atlanta, but not many were necessary, so well

are these catering safaris organized in advance.

"We could not have continued to grow as we have," declares Mr. Jetton, a deeply sincere man, "if we had not discovered the versatility of propane gas."

Before he switched to propane, he used kerosene in the mobile units for producing heat. It was not satisfactory as a heating agent in the first place, and it was pretty dangerous in the second place. When he switched to propane, he rid his equipment of both these disadvantages, he declares.

When he operates in the vicinity of Fort Worth he buys propane from Lamberson Propane Bottle Service, and he always loads his tanks in Fort Worth before sending the mobile units on long trips.

Every mobile unit used for cooking en route or on the site of a party has built-in propane tanks. Some have been designed to fit the trucks; others are simply stock units bolted on the side of the vehicles.

#### LPG's Part

Although Mr. Jetton has not been able to figure how to use propane instead of hickory wood, which he hauls right along in the caravan when he makes a cross-country run, for barbecuing meats, he has adapted it to other practical uses.

Perhaps the most vital use he has found for propane is for firing his

mobile bake ovens. He has several trucks on which are built metal ovens and metal storage for holding buns or bread after it has been baked.

The typical bake oven unit contains two lines of four-deck baking units. These are propane-fired and may be operated on the site of the catering job or even while the vehicle is in transit if necessary. Each such unit not only carries these eight baking chambers but has metal enclosed space for storing and keeping warm as many as 7000 buns. These storage areas also are warmed by propane.

Mr. Jetton prefers to bake his own buns for serving at barbecues. If bread is wanted he generally buys that locally rather than bake it, but he has baked his own on occasion, at sites 400 or 500 miles from headquarters.

The mobile units hauling the baking equipment carry fuel tanks especially built for this job, and each tank has a capacity of 60 gal. of gas. The bake ovens operate on a pressure of 6 oz.

Another important use to which he puts propane gas is in the fueling of his mobile deep-fryers, used for preparing fried fish or chicken for large outdoor parties. He can fry enough fish or chicken to serve thousands, and the frying is as fast as the guests can walk around the serving tables and help themselves or be served by the catering crew.

The deep-fryers operate under 20 lb of pressure, and gas comes from tanks of the same size and design as used on the bake ovens.

On smaller mobile units, he uses 10-gal. jugs of propane. These units are for providing hot water and steam for washing and scalding equipment, furnishing hot water for the crew, and filling in where needed.

#### Field Kitchen

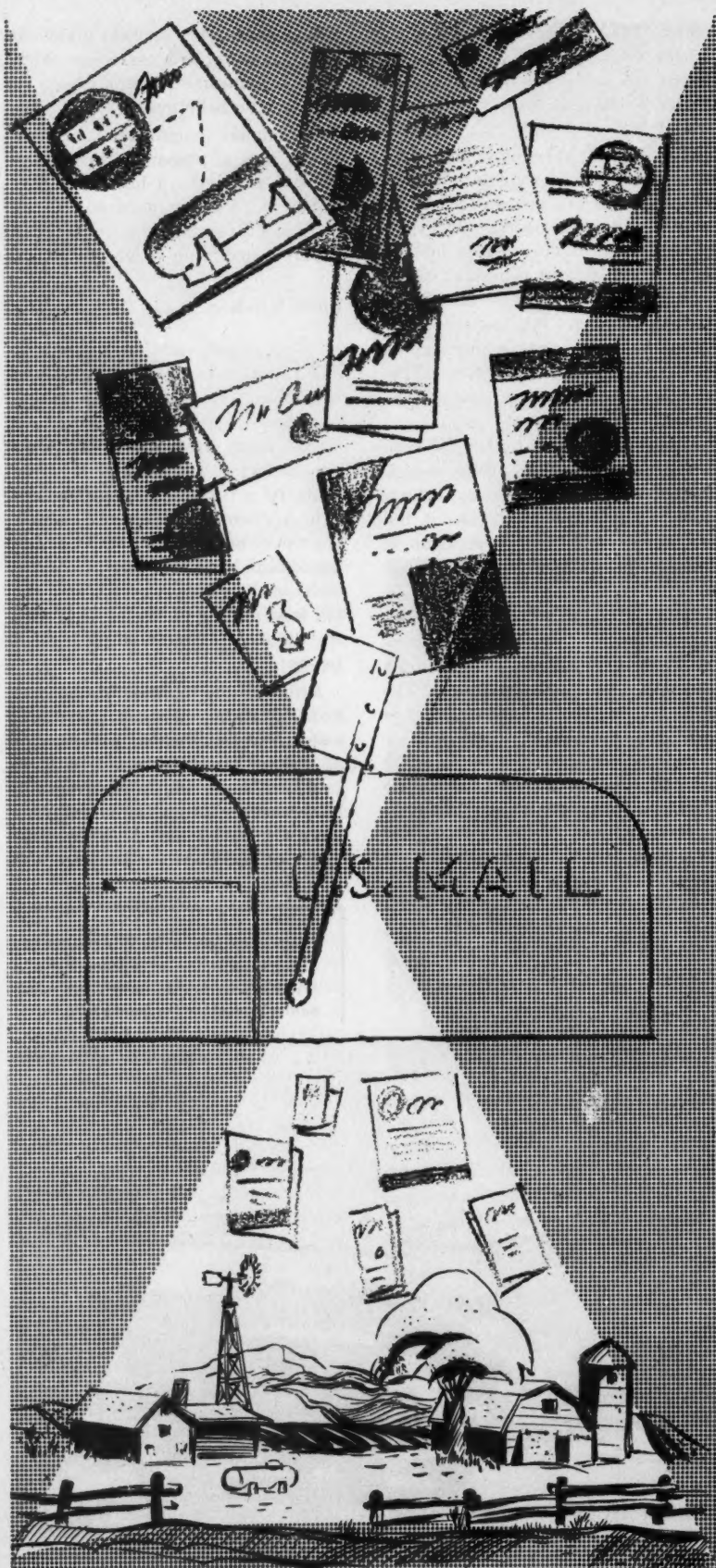
"With proper mobile equipment and a fuel source that is reliable and safe, there is practically no group, regardless of size or location, that we cannot serve satisfactorily," Mr. Jetton declares. With his 20 mobile units, he actually has a modernized field kitchen which may be moved anywhere at any time. With his organization, he is able to prepare and dish out the meal with a touch of the old west in it, or he can serve it with the dainty discrimination of a DAR tea-party.

Although the business has become considerably diversified now, because Mr. Jetton takes pride in his ability to serve any kind of style meals, and particularly barbecue and baked beans—which he bakes in his mobile units by the use of propane gas. ■

It all starts here: From this area at the Jetton headquarters in Fort Worth, trucks are dispatched to the sites of chuck wagon parties throughout the Southwest.







## How Top

ADVERTISING has been the greatest single contributing factor in the tremendous economic growth of this country. It is the potent motivating force that has created new markets for new goods and services and sales volumes reaching astronomical proportions beyond the wildest dream of the merchants or industrialists of only a generation or so ago. As a direct result of these ever-growing mass markets, new industries spring into being each and every day. Thus more and more of our increasing population are gainfully employed and national purchasing power continues to climb, constantly improving the American standard of living.

Unfortunately, however, there are many hundreds of thousands of dollars spent annually on ill-conceived and poorly executed advertising and sales promotional plans. Usually this is the result of an advertiser wholly unskilled in the science of advertising, attempting to do the job himself without the benefit of professional assistance. This unhappy fact is just as true in the field of direct advertising as it is in other media. Often we hear criticism of the tremendous waste of printed advertising matter flowing daily into homes and offices throughout the land only to end up in the wastebasket without ever having been read. Every professional direct advertising specialist will admit this awful truth. But this waste need not occur at all. It is wasted simply because it is so poorly conceived and executed that it fails in every way to interest the reader. Failure of direct advertising seldom occurs in a program planned and di-

By **W. J. Montgomery**  
Vice President  
Beals Advertising Company



# To Profit From Direct Mail Advertising

rected by schooled and experienced professional specialists.

## LPG Market Is Fertile Ground

The usual L. P. gas market is a natural for direct advertising because in most instances, the retail distributor of liquefied petroleum gas serves a highly classified market. The largest single market is rural, where uses are for domestic needs or for power or both. There are, of course some commercial and industrial markets also served by the retail distributor, and another large factor is the urban market. In many parts of the country however, the urban market is becoming less and less a factor due to the tremendous extension of natural gas transmission lines.

The point is that the LPG distributor is concerned primarily or completely with a clearly defined group of customers and prospects and because of this fact, direct advertising is peculiarly fitted to his needs.

Now let us define direct advertising as advertising material which is delivered directly into the prospect's or customer's hands, either by mail or personal delivery or other means. This medium is fitted to the LPG dealer's needs because its distribution can be tailored exactly to reach his market with the greatest efficiency and with the least possible waste circulation.

For example, in many rural markets, the distributor might be forced to buy ad space in all of any number of newspapers in order to cover effectively the area that he wishes to serve. In this instance, he would actually be using only a small per-

centage of the total circulation of each of these newspapers and that circulation reaching well outside the confines of his market would be utterly wasted. Yet his total cost for the newspaper space would be based on the total circulation of each and he would be forced to pay an exorbitant rate for the privilege of reaching those comparatively few readers in the area in which he actually operates. On the other hand, it is relatively simple to establish a mailing list exactly covering the market he's serving and to reach regularly with his advertising and sales promotional messages, all those residing in that area.

This certainly does not mean that newspaper advertising is not good. The newspaper is a very effective advertising medium and in many instances where the circulation of one or more papers will effectively reach the market desired, the LPG distributor should certainly include the use of this medium in his program. It is simply pointed out that direct advertising may be effectively channeled to meet the requirements of the most exacting market.

## Planned Advertising Seldom Fails

It should be stated at this point that there is a definite weakness in the industry, particularly in the southwest, in the LPG dealer's reluctance to establish a price leaving a margin sufficient to support the advertising and sales cost requirements necessary to do a very needed job.

In an article prepared for "Pyrofacts", a house organ published by Pyrofax Gas Corp., G. H. Wright, ac-

count executive at J. M. Mathes Inc., Pyrofax's ad agency, urges: "Use advertising—your voice of business—to get more business—to help keep the business you already have. But use it consistently because your market—any market—is completely changing—and in addition, that part of it which doesn't change is very likely to *forget you*—unless it is reminded again and again and again!"

Advertising and sales costs are legitimate operating costs and should be provided for in the price of L. P. gas just the same as they are provided for in the rates charged for natural gas or electricity or in the prices charged for automobiles or any other commodity or service offered to the public.

For instance, Coca-Cola, one of the best accepted products in the world, spends 1/63 of 1 cent per bottle for advertising.

This need to provide for advertising is emphasized because the average LPG distributor should be financially capable of sending direct advertising to his entire market at least six times a year. In addition to this, he should be financially capable of using other quality media available in his area. Unfortunately, the average dealer today cannot or will not support such a program. Only when provisions are made for an aggressive sales campaign, will the individual LPG distributor begin to realize the tremendous sales potential existing in this country today.

One of the strongest reasons why this needed job isn't generally done is simply that it isn't an easy job to do. There are many ramifications in each individual case and these should

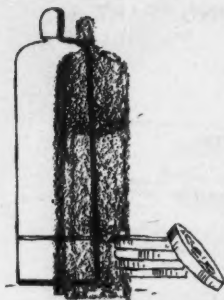
be analyzed and considered thoroughly in the ultimate choice of an applicable plan. For instance, when should an LPG dealer send out direct mail pieces? Usually, after the first of the month and at mid-week is the best time to gain attention of the reader. It is conceivable that this may not be true when considered in relation to the specific service or merchandise the dealer may offer.

How often should direct advertising pieces be released? Generally, monthly releases are most effective and certainly the entire area should be contacted at least every 60 days. But this is not a hard and fast rule and may be altered by the competitive conditions existing in a specific market and again, by the goods or services offered for sale. And even though market conditions may indicate that the general prospective market may be contacted on a bi-monthly basis, certainly the dealer's present customers should be contacted no less than every 30 days. The vehicle employed in contacting customers should possess at least a degree of continuity, it should offer some service or utility to the customer and should be distributed either by mailing direct, or as a statement enclosure, or by personal delivery.

While the foregoing might apply primarily to effort concerned with the sale of merchandise or services to be used by the domestic consumer, let us assume that an LPG operator may wish to create or develop a more specific market such as the use of L. P. gas for power to operate tractors or irrigation pumps, or for heating brooder houses, milk houses, or for the operation of dehydrating equipment in the process of drying crops. Then the timing and frequency of his advertising messages may be affected by seasons, economic and competitive factors. The first step the retail dealer should take in his effort to capture such a market is that of obtaining the assistance and advice of professional direct advertising counsel.

The results to be derived from a direct advertising program, while affected to some extent by economic or local conditions, competitive situation, etc., might vary from fair to excellent but they will be profitable in every case if his program is properly planned and properly executed.

If the elements for success are pres-



"Advertising costs are legitimate operating costs and should be provided for in the price of L. P. gas just as they are . . . in the prices charged for automobiles or any other commodity or service offered to the public."

ent in a direct advertising effort, good results will follow as a matter of course. Those elements are a good sound product or service and a fair and reasonable price. The product or service must be acceptable and capable of delivering the benefits claimed by it. The advertising message may then be constructed in a manner that will gain the objective of the seller. This does not mean simply to make certain claims, quote a price and tell the reader where the service or merchandise may be obtained. The message must first capture the interest of the reader. It must properly describe that which it will sell. It must then create a desire in the mind of the reader to obtain these benefits for himself and then it must urge the reader to some positive action in the acquisition of those benefits.

### An Effective Message

The language of the message must be simple, easily understandable, completely descriptive, and slanted to the intellectual level of its intended audience. Actually, these are but a few of the "musts" so well known to the professional ad writer who is capable of translating printed words into public action. There are innumerable pitfalls into which the amateur will invariably stumble in his unskilled creative efforts. And all too often the assumption is, "advertising didn't work" instead of the fact that a poor attempt at advertising didn't work.

Results may be determined in any number of ways. Perhaps the results desired by an advertiser are inquiries. Or perhaps they are sales volume in dollars. There simply is no single standard by which to measure results. A return of only 1% might

be tremendously successful in the interests of one product while a much greater return might be quite insufficient in the interest of another product. Perhaps a program will be designed to create goodwill and prestige for the advertiser and its entire intent is of an institutional nature. Such a program may be an outstanding success and yet develop not tangible evidence of results immediately discernable in cash sales. All too often an inexperienced advertiser is prone to discontinue an entirely successful institutional program simply because he cannot see immediate sales response.

One case in point is that of an L. P. gas dealer in the southeast. After a full year's investment in a very fine direct advertising campaign, he was firmly convinced that direct advertising could not be successfully used in his business. Upon one occasion he had inserted copy offering a coupon good for \$12.95 on the purchase of a certain kitchen range. The copy included a photograph of the range and the brand name but any message that might have influenced the reader in favor of the range was omitted completely. No price was quoted. His decision that this particular piece was no good was based upon the fact that nobody came in with a coupon wanting to buy the range and claim his \$12.95 discount. Actually, the entire piece was crammed with reader-interest material and the vehicle was thoroughly pre-tested and proved. The copy involving the range coupon offer was the only improper portion of the entire mailing piece. But upon that improper portion, that which the dealer himself had conceived, he based his whole decision regarding the value of direct advertising.

Had the offer been planned for success with an accepted range brand and the copy prepared to motivate action, results would have been good. But in this particular instance, the reader was not invited to trade in an old range, to shop for a new range, nor was he even advised of the price of the little-known range the advertiser wished him to buy. The reader was not even presented with the facts about the range. The ad simply assumed that the reader wanted a new range, wanted this particular range, and for the consideration of a \$12.95 discount, he would rush to the dealer's store and buy the range rather



than buying it from some of the dealer's competitors.

So, while the greater portion of this particular advertising piece had undoubtedly accomplished a great deal of good in developing interest, consumer acceptance, prestige and goodwill for the dealer, the bad-range ad did not work and the assumption was that the entire effort was worthless.

### Examples — Good and Bad

In the spring of 1953 and again in 1954, our firm conducted a direct advertising program for a natural gas utility company designed to boost summer gas sales through the sale of central gas air conditioning. Up to 10% of the list returned the cards requesting home surveys and installation cost information. A recent survey by the utility revealed that 100% of gas air conditioning sales made in its franchised area in 1954 were made to parties whose names were on either the first or second mailing list.

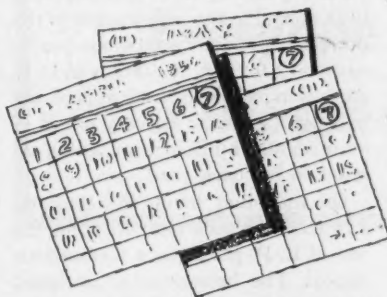
In 1953, we were able to produce a 15% response for a local paint store operator offering a home decorating book. Returned cards provided hundreds of live prospects and resulting sales were highly profitable. He then decided that sales were simply the result of the decorating book and that he could save money by simply distributing the books alone and waiting for business to roll in. So he hired a delivery service at "an attractive price" to deliver books door to door.

But the delivery service couldn't pick out the homeowners—his only prospects—and it couldn't put the books into the mail box because only the postman can do that. So the expensive books were simply thrown on porches, helter-skelter. And there was no personal contact as there had been in following up inquiries produced by the mail campaign. Not even a letter of transmittal to tell parties who did pick up the book and take it inside, why it was left on the porch or what was expected of the recipient. The paint store operator is aware of his expensive mistake now . . . but the waste has already occurred.

Last fall, we produced a campaign for an L. P. gas distributor in Oklahoma designed to promote a new tank rental program. The campaign produced immediate reply card response and at once an average of

more than two sales daily was directly traceable to the advertising. This same distributor has built a tremendous L. P. gas tractor-fuel business almost entirely through the use of direct advertising.

Generally speaking, probably 50% or more of the advertising expenditure of the average L. P. gas operator should be devoted to direct advertising. This estimate would increase or decrease in direct ratio to the availability, influence and quality of other local advertising media. Usually other media, particularly newspapers and radio stations, do not provide a coverage picture parallel to the distribution area of the dealer. However, when proper coverage is available and the available media are of high quality and influence, their use—in proportion to cost—is highly desirable. But it is well to remember that direct advertising will be the most effective single medium for use in the clearly defined, highly classi-



"The dealer's present customers should be contacted no less than every 30 days. The vehicle employed in contacting them should possess at least a degree of continuity."

fied market served by most LPG operators. Virtually any product or service may be successfully advertised by mail and results are easily gauged when the advertiser clearly understands his objective.

Direct advertising is equally effective in "campaigns" or sales promotions and in continuing, long range programs. Direct advertising may be easily coordinated with other media or with national, industry-wide campaigns, such as the annual Old Stove Round-Up.

### Tie-in with Industry Promotion

A few years ago we did a most successful Old Stove Round-Up tie-in campaign for a distributor in Kansas. A \$50 allowance was offered for the old range in trade on any range on

the display floor. The only ranges displayed were CP and automatic types featured by two makers. That, plus the fact that the dealer had no inventory of used ranges, made the highly attractive allowance within reason.

The promotion was limited to a 30-day period and the area was covered by three different mailing pieces a week apart. Newspaper ads were scheduled which featured art and copy exactly like that in the direct advertising matter. An additional incentive to immediate action was featured in both the direct advertising and the newspaper copy. This was the offer of a year's gas supply free with the purchase of each new range. A year's supply of cooking gas sounds considerably more attractive than simply stating the accepted national consumption average of approximately 150 gal. which served as a standard basis for the offer. All copy stated a definite expiration date and no exceptions were to be made.

Aided by national publicity, the local Old Stove Round-Up began producing results in a few days and within 10 days following release of the initial mailing, 25 ranges had been sold. By the end of the month the campaign had been so successful that the dealer repeated the process and extended the offer for another 30 days. The entire campaign was successful and profitable in the matter of range sales and the "free gas" offer attracted many new gas customers. Most important was the fact that old gas ranges were replaced by new gas ranges and the effect of upgrading the appliances provided sound protection against the competitive onslaught of electricity.

That same distributor has created a highly profitable summer market for his gas as tractor fuel. Direct advertising has been the major factor in that development.

### Hitting the Target

In the matter of lists, most rural areas are easily reached simply by rural route distribution. The advertiser simply selects the RFD routes in the area he wishes to cover and an arrangement can be made with the post office to place advertising in each rural box. This method offers the greatest economy and is completely effective in districts where most farms are operated either by the owner or the lessee. If the advertis-

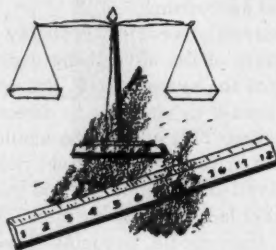
## Direct Mail... The potential markets for LPG are staggering to the imagination

ing matter appeals only to owners, there are districts, especially in the south, where bulk mail distribution might prove highly wasteful. In such areas, lists are easily available from tax rolls. In urban areas where homeowner lists are required, tax rolls and in many instances, city directories, offer a dependable list source.

There are any number of ways in which direct advertising may be tied in with other media in campaigns or programs. Just how this is to be accomplished will depend primarily upon the objective. Harrie A. Bell, in his course, "How to Get the Right Start in Direct Advertising" states: "direct advertising is usually employed as a tool to advance one step toward making a sale. But it can be used—in fact, is widely used—both to start action toward and also to complete the sale."

In using the tool, the advertiser must know exactly what leverage and how much of it he is going to apply, and in what direction. And he must apply his leverage in the direction of and not adverse to his basic idea. He must know all there is to know about the product or service he would sell. He must know how to present the benefits of that product or service to a group of likely prospects in a manner that will urge those prospects to act.

Actually, the potential markets for LPG are utterly staggering to the imagination. As the industry grows, more and more of these potentials will be realized. Realization could be greatly accelerated by a thorough understanding and proper application of sound advertising, merchandising and selling methods. A major deterrent to such realization, preva-



"Results may be determined in a number of ways. There simply is no single standard by which to measure results."

lent throughout the entire industry, is the practice of selling L. P. gas as a product rather than as a service.

### Selling the Benefits

As a product, L. P. gas has very little appeal to the imagination of the prospect. Certainly the equipment necessary for the utilization of L. P. gas has in itself very little appeal and nobody is going to be very proud of an unsightly hunk of iron taking up space in his back yard.

On the other hand, the comforts and conveniences derived from the use of L. P. gas have a tremendous appeal. The housewife is intrigued with the idea of drying clothes automatically without setting foot outdoors regardless of the weather. She is impressed by the idea of automatic heat, automatic cooking and by ample hot water for all household needs. And the romance of these benefits will transform an unsightly hunk of iron in her back yard into a thing of beauty because it will become the heart of her modern system of better living. Her appreciation of these comforts and conveniences will lead her to regard the storage tank as a symbol of a better way of life.

That is a fact which many fabricators as well as gas distributors sorely need to realize.

The tobacco farmer will translate into profit facts regarding the dependable and economical drying of his crop. The dairy farmer will understand heat for his milk houses and warm water for his cattle in terms of profit. The cash crop farmer will be motivated to action by the idea of low cost operation and maintenance

of his tractor equipment. And there are many, many more far-reaching possibilities too numerous to mention here and all of the possibilities may be realized by adherence to sound practices of advertising and merchandising.

A great deal of professionally planned direct advertising matter is available for specific jobs from any number of appliance and equipment manufacturers throughout the gas industry. The correct use of such material is usually explained in an accompanying portfolio provided by the manufacturer. Such services should be utilized wherever possible.

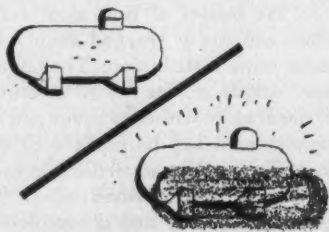
In every major city and many of the smaller progressive communities, there are local advertising firms or professionally skilled individuals capable of serving the advertising needs of most L. P. gas operators.

While the use of professional talent in building and directing an advertising promotion or campaign will seldom be the least expensive initially, it will nearly always prove most economical in the final analysis. *The economy of a good advertising program is not to be determined by what it cost but rather by what it produced in profitable results.* A mimeographed postal card is inexpensive only if it accomplishes its objectives and the results are profitable.

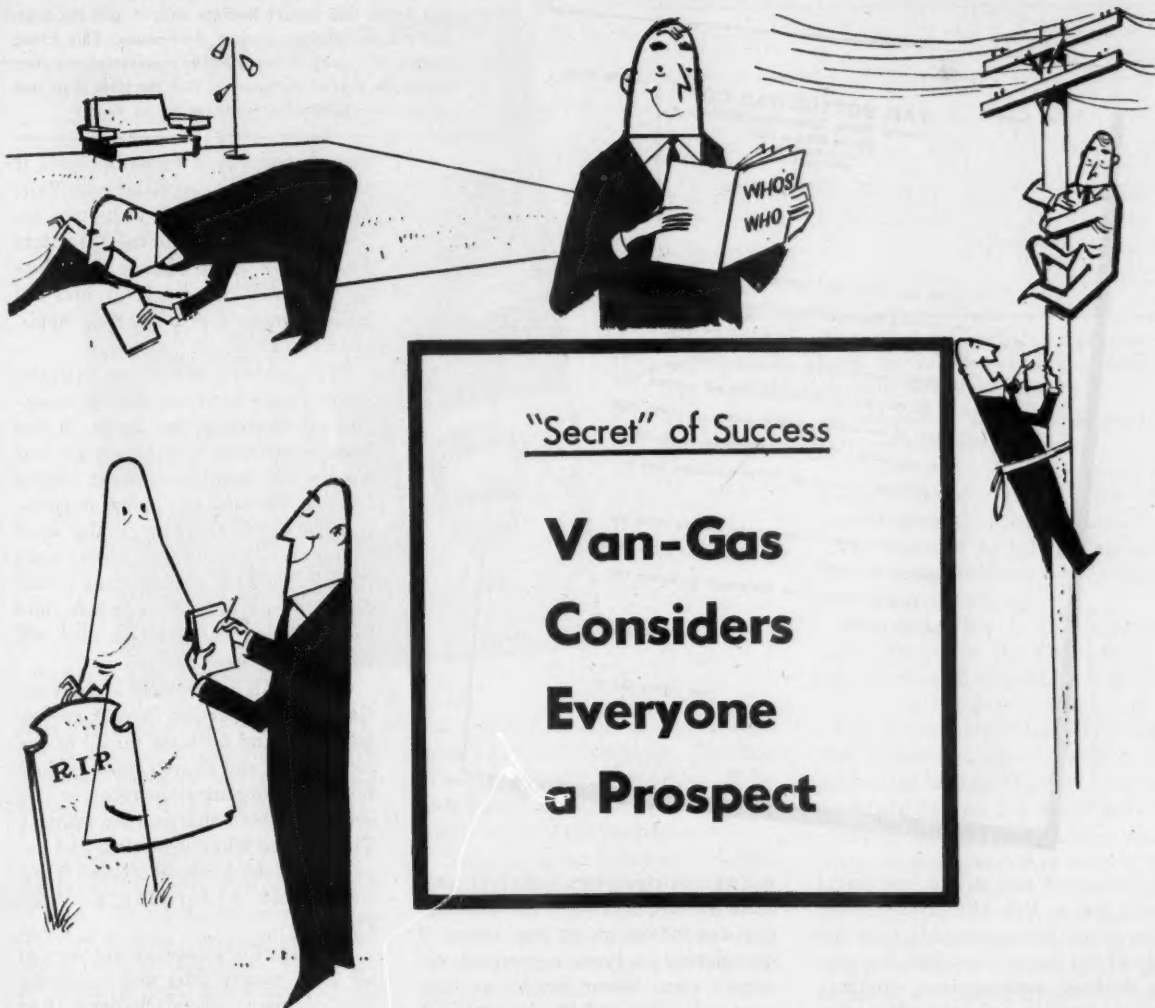
Although there will be some exceptions of course, most L. P. gas distributors are not advertising men. Their training lies in other directions and the time required for a sound course in advertising would be far greater than most operators can spare. So it's just good business to employ professional help. A good insurance agent can best plan your insurance program. A good accountant can best audit your books! By the same token, it's just good business to let a good advertising man direct your advertising program wisely.

The famous B.B.D. & O's, Bruce Barton, one of America's advertising greats, once stated: "If all the money that has been wasted on ill-conceived and spasmodic advertising... could be gathered together, it would serve to establish the most complete home possible for all of America's widows and orphans."

"If advertising is worth doing at all... and it IS... then it is worth doing right!" ■



"Her appreciation of the comforts and conveniences will lead her to regard the storage tank as a symbol of a better way of life."



"Secret" of Success

## Van-Gas Considers Everyone a Prospect

There's no magic in the formula that has enabled this dealer to replace coal in the heart of southern Indiana's mining country — just a conviction that every single person in the area is a first-class prospect.

"WE use several advertising channels, do a good deal of goodwill promotion, use incentive premiums, have quality appliances and skilled installations—but the only way to insure a steady sale of appliances and the L.P. gas customers resulting from these sales is to literally ring every doorbell.

This is the belief of partners Virgil Paceley and Lester VanWinkle. Van-Gas Co., Yankeetown, Ind. Mr. Paceley's brother, W. E. Paceley supervises the office operations.

Starting from the proverbial scratch, a country grocery store and a 4500-gal. storage capacity, Van-Gas Co. has grown to become one of the largest in Southern Indiana in its nine years of operation.

By using the former grocery store space for appliance display, and adding a 7100-gal. storage capacity at their plant located two miles from Yankeetown, they have added a roll-

ing stock of eight pieces, five full-time employees, and obtained an average volume of a half-million gallons per year, plus an enormous sales volume in appliances—and the main thing is that they have done it all in the heart of the Southern Indiana coal mining district!

Owning two retail outlets—one in Yankeetown, one in Chandler and having four additional dealers in Tell City, Cannelton, Huntingburg and Midway, Van-Gas serves customers within a 100-mile radius of their plant. Says Virgil Paceley,

"The real core of any successful L.P. gas business is people—regular and potential customers. To know their needs, both present and potential needs, to know where the potential customer is and what he can use, we're convinced that it is necessary to be the johnny-on-the-spot, ring every doorbell in our territory.

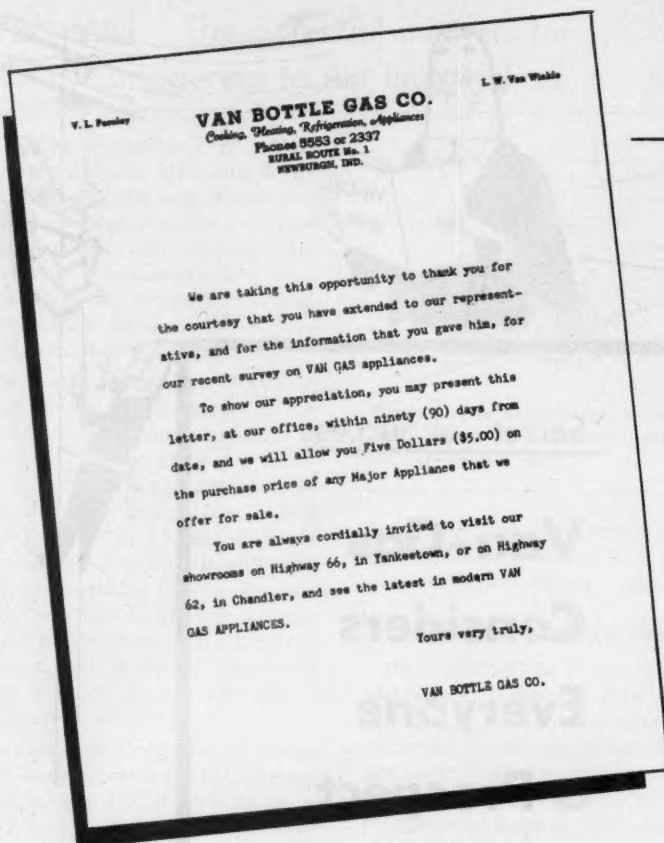
"We hired a man to do just that.

**BPN** field report

NOVEMBER, 1955

43





He contacted and is still contacting every one in this 100-mile radius sales area. He courteously asks the lady of the house what fuel she uses for cooking, refrigeration, clothes drying, heating and airconditioning. He takes her name and address, thanks her for her time, and then fills out a form by using checkmarks.

"This gives us a great deal of information. We have the names and addresses. We know what they have, what they plan to buy, and what they can use. For instance, where coal heat is checked we know we have a good potential for an L.P. gas-heating system.

"We follow this up with a letter addressed with the right name and address. This letter offers the prospect a five-dollar allowance, with the presentation of the letter, toward the purchase of any major appliance in the store. Where good business judgment indicates it, we make personal follow-up calls by one of the two outside salesmen.

"Since this survey was begun several months ago, we've traced the sale of 32 ranges, 23 water heaters, three clothes dryers, one incinera-

tor, nine refrigerators, and eight complete heating systems to the information and follow-ups on this system of considering everyone a prospect. We expect even better results as time goes on," continued Mr. Virgil Paceley.

Mr. VanWinkle added, "Another sales principle we use successfully is that one of catching fish where we've caught fish before. In short, we encourage our own present customers to obtain new ones for us. These folks are the best salesfolks any company could have. They have the enthusiasm, the personal experience, and the proof plus the friendship of the prospective customer.

"To encourage this, we use a premium point system. A premium catalog is given to each present customer showing all of the available items with the number of points necessary to obtain the desired premium. The directions are written on the back of the catalog.

"The present customer calls us or drops us a card giving names and addresses of their friends or neighbors who are prospective buyers of L.P. gas ranges, water heaters, refrigera-

Van Bottle Gas doesn't hesitate once it gets the prospect's name and the desired information. This letter, coming as a quick followup to the representative's visit, invites the lady of the house to visit the store soon, and offers her a substantial incentive for so doing.

tion, or home heating equipment. If that friend places an order with Van-Gas Co. the present customer receives a gift certificate for 300 points for each L.P. gas appliance, 150 points for each L.P. gas hook-up, and 500 points for each combination, appliance and hook-up.

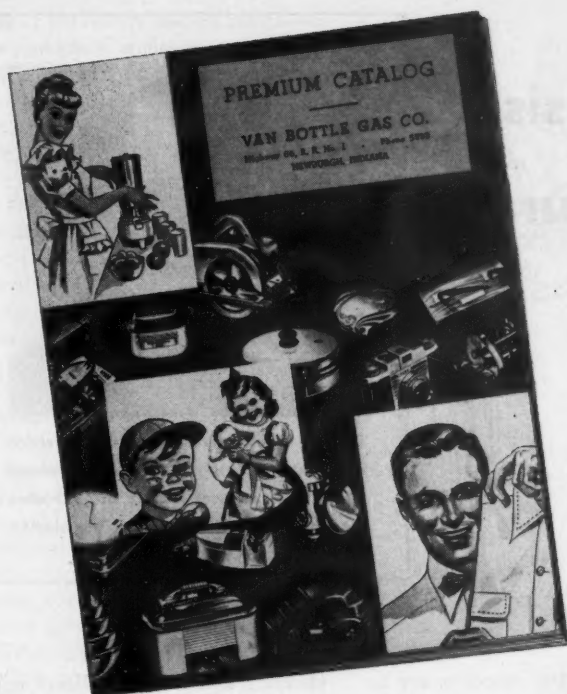
"This system has relieved us of the cumbersome handling of large incentive appliances or gift items. It has been in use here for a long time, and we are still getting excellent results from it. Because the points must be accumulated, many of the local housewives have kept their own 'books,' sending in numerous fertile leads for us during the years, and also winning numerous nice gift items for themselves."

Goodwill is emphasized at the Van-Gas Co. They furnish the gas, stoves, hotplates, and hookups for all of the local school and church suppers. Any non-profit organization receives this service without charge upon request. This service takes some time and expense, but the goodwill created is immeasurable, according to Virgil Paceley.

Van-Gas Co.'s displays are seen at all local county fairs and carnivals. The company officials believe that this is an effective, low-cost method for reaching a large number of local folks.

Weekly newspaper advertising is used the year around in the local town newspapers where retail outlets are located. Manufacturer's material is used for direct mail, with the mailing lists compiled from the survey reports. Red on grey is the color scheme of the plant and trucks and care is taken to keep this fresh and attractive. This is considered a part of the advertising plan, and the plant signs are easily visible from the highway.

"We have one spot announcement a day over a local hometown radio station which has a large local audience in our own trade area, and a very small coverage outside our immediate area. This gives us the opportunity to make every radio dollar sell to someone located to do business with us. This spot rotates in



time, reaching an early morning audience one day, a late evening family audience the next, and a housewife audience the next," added W. E. Paceley.

Partner Virgil Paceley continued, "Naturally, our principle competition is coal. Our customers can pick up this fuel in their own back yard! The recent electric appliance drive has not hurt us here. We stress cleanliness to compete against coal, and economy to compete against electricity. This "competition" acts as a greater incentive to sell harder, sell more aggressively, and to sell more positively."

Partner Lester VanWinkle added, "A good line of appliances is a vital necessity. We handle Caloric and Detroit Jewel ranges selling from \$72-\$400 in price; Servel water heaters from \$70 up; Caloric clothes dryers from \$280 up; Perfection and Sequoia space and room heaters ranging in price from \$50-\$280; Ransome furnaces selling for around \$300 and up; Servel refrigerators and air conditioning; and Detroit Jewel incinerators. With quality like that, our customers are assured satisfaction and we have a minimum of service difficulties.

"Expert installation is next," continued Mr. VanWinkle. "We have cooperative arrangements for the sale, calibration, and installation of L.P.

gas furnaces with a progressive, local furnace company. This has proven mutually profitable. These men have the skill, equipment, and leads for L.P. gas furnaces.

"Ranges, water heaters, clothes dryers, incinerators, etc., are all installed by our own well-trained men. We also check the installations made by the furnace company before the gas is turned on.

"Local plumbers, heating contractors, etc., have all given us wonderful cooperation. We've run into a little difficulty in Vanderburg County (Evansville) from local ordinances in regard to installations, but that is the only area in which we've encountered this trouble."

Virgil Paceley interposed, "We have three trucks maintained by us for installation and service. These drivers are trained installation men for everything except furnaces. We haven't lost any money on installation of appliances at any time.

"We do our own service work with a crew of two skilled men. We do not charge for service calls at any time. Our truck drivers are also trained in servicing and can service when they make gas deliveries. This adds to the customer satisfaction and cuts down additional mileage.

"*Ringing every doorbell* has brought us a big boost in appliance sales. We are confident that it is

Date	_____ 195__
Name of Prospect	_____
Address	_____
Appliance Interested in	_____
Yours truly,	
User's Name	

Users are used by this Indiana concern through a premium arrangement (left) whereby the introduction of new customers to Van Gas service earns points toward valuable gifts.

The card (above), self addressed to Van Bottle Gas, makes it easy for the customer to send in the prospect's name.

good service that keeps these customers for us after original sales!"

The future of the L.P. gas business looks bright, believes this progressive Indiana company.

"The potentials in this area are great. We have the Ohio river, a large section of agriculture business, a growing industrial center—all of which is relatively untapped by LPG. The domestic business, with appliance sales leading the way, will not only hold its own but it will grow.

"From our system of *ringing doorbells*, we will make more friends. We will know the potentials. For example, the recent results from these survey reports reveal that the saturation point locally on ranges and water heaters is high. Almost all of these reports indicated that an L.P. gas range and water heater were in use in each home. But, a large majority of these homes were using some other fuel for heating.

"For this reason, we are hitting the L.P. gas heating with some hard selling. It's already obtained good results. We think that the Servel air conditioning systems will be another good profitable seller for the L.P. gas appliance men. Heating and air conditioning will be sold harder in the advertising channels, in our outside and inside salesmanship in the future. And our other future plans include to continue promotion of appliance sales, positive selling against competition, goodwill promotion and advertising through the regular ad channels. We will continue to strive for the complete L.P. gas homes (at present we have two-thirds of our entire volume in bulk LPG) ... and we think we can do it by *ringing every doorbell*!" ■

# NFPA Is a Proper Basis for Regulatory Measures Concerning L. P. Gas



Clark F. Jones, formerly a fire protection engineer with the U. S. Navy, was appointed NFPA gases engineer in April of 1953 when the Gases Field Service project was started.

FOR a number of years, the fire marshal of a large American city strongly opposed the locating of any L. P. gas service stations in his city. This ruling was made in a region where there is a high ratio of L. P. gas-powered vehicles.

However, with the publication in 1954 of NFPA Standard No. 58 revised to provide rules for L. P. gas service stations, the marshal reversed his stand and proceeded to have his city adopt an ordinance permitting L. P. gas service stations.

The ordinance, incidentally, was based upon the new requirements of NFPA Standard No. 58 as was the fire marshal's change of mind.

This is a minor, though current, example of the general acceptance of NFPA technical standards by public authorities as a proper basis for regulatory measures. They thus serve not only in the public interest but in the interest of industry which, in the absence of such standards, might be subjected to a wide variety of legal regulatory measures, many of them perhaps unnecessarily handicapping the orderly development of business and economical service to the public.

The National Fire Protection Association operates on the principle that fires and explosions benefit no one and that reasonable measures to avoid them are in the interest of all concerned including the industries immediately affected, insurance interests, the fire service, and the gen-

eral public. NFPA objectives are to develop standards with the cooperation of all concerned which will provide a reasonable guide to fire safety and which will point the way towards accomplishing the desired objectives without unnecessary inconvenience, expense or interference with established activities.

Suggested changes in NFPA Standard No. 58, "Storage and Handling of Liquefied Petroleum Gases" are initiated by the Technical and Standards (T&S) committee of the Liquefied Petroleum Gas Association. This committee, made up of approximately 40 members coming from all sections of the country, represents all phases of the industry. The T&S committee meets semi-annually and critically reviews all technical matters pertaining to L. P. gas prior to presentation to the NFPA gas committee.

Standards developed through NFPA technical committees with all groups participating have a very wide field of usefulness and in certain cases such as in respect to the standards on LPG have been made the basis of legal regulation throughout most of the U. S.

NFPA standards have been serving this sort of function for so long that they have perhaps come to be taken for granted. Sometimes overlooked is the fact that the work of developing and publicizing these standards and working with fire marshals and others to promote under-

standing and more intelligent application of them has in the past been carried on largely on a volunteer basis. As the field develops, it becomes increasingly difficult to secure on a purely volunteer basis the calibre of service that is needed to carry out this program more effectively.

There is a special situation involved in the Committee on Gases where the excellence of the service rendered by the NFPA has been due in no small part to the leadership and personal contribution of one individual, Harry E. Newell, who has served as chairman of the committee for more than 35 years. No such arrangement can be expected to continue indefinitely as time and advancing years necessarily take their toll. However, with the employment in 1953 of NFPA gases engineer Clark F. Jones, who includes in his duties the job of paid committee secretary, there is assurance of continued competent committee work in this field.

The gases field service project should be considered primarily as a means for improving and extending the already existing service to industry and to the general public. This has been the objective of the National Fire Protection Association over a long period of years. Thus it is primarily an association service rather than the work of a single individual, and, as a matter of fact, it includes very extensive contributions of time and effort on the part of many mem-



bers of the NFPA staff in addition to the gases field engineer.

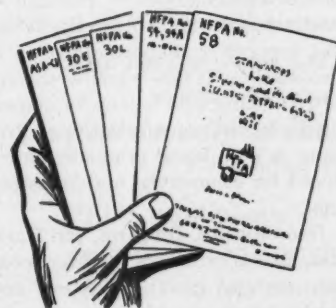
While the gases field service project was established as recently as 1953, the procedure and operating pattern was developed out of the experience gained from two other earlier NFPA field service projects—the electrical field service started in 1925 and the flammable liquids field service started in 1950.

All three projects are financed by special contributions from those interests and industries most concerned and most likely to benefit from such special NFPA activities in their behalf.

Recently the Committee on Gases has been reorganized into a more workable setup. There are now four sectional committees within the parent committee on gases. These sectional committees constitute autonomous groups to deal with different NFPA standards in the field of gases so that more effective committee consideration can be given to each subject. Under this reorganization, the burden on volunteer committee workers will be kept within reasonable limits. The four sectional committees are: liquefied petroleum gas, utility gas, industrial gases, and gas utilization. Competent chairmen lead each section, and the machinery is now established for effective consideration of all projects in the field including a number which have been necessarily by-passed over a considerable period of years because of lack of committee time.

Earlier this year the Committee on Gases proposed and adopted procedure for the interpretation of Standard No. 58 and other standards within the jurisdiction of the committee. Standard No. 58 presents recommendations made by the committee on the use of LPG. It is a means of issuing up-to-date, revised information on the subject, and serves the Committee on Gases as the National Electrical Code does the NFPA electrical field service.

The procedure as outlined by the Committee on Gases sets up a standing committee on interpretations, and applications for interpretations are presented to the chairman of that committee giving specific reference to a single problem paragraph or section of the standard. Requests for interpretations should be submitted to the NFPA office in quintuplicate.



Steps and procedures of NFPA Committee on Gases include (at left) investigation, analysis, report, recommendations, and legislative activity.

They should be confined to the literal meaning of the text or its intent. The committee may refuse an application referring specifically to proprietary items of equipment or devices.

Findings, in the name of the Committee on Gases, will be sent to the applicant and also published, identified by serial number only, in the NFPA Fire News. Members of the committee will serve on a volunteer basis, and interpretations presented to the Committee on Gases will be referred to the sectional committee concerned for further consideration of the text involved.

New committee projects pending include the development of a comprehensive standard on the bulk storage and handling of oxygen. A complete review will be made of the Non-Flammable Gas Standard, No. 565. And another committee project in which the gases field engineer has been cooperating is the development, through a separate committee, of standards for the use of nitrogen, carbon dioxide and other inert gases to provide protective atmospheres that will not support combustion in certain industrial processes where flammable or explosive materials are handled.

A feature of the service which is of very considerable public interest concerns the safe use of combustible anesthetic gases and oxygen in hospital operating rooms, and in this respect there is close cooperation with hospital authorities, surgeons, anesthesiologists and others concerned.

One of the regular features of the NFPA services is the investigation of important fires with the view to determine the facts and point out the lessons involved in the hope that this might contribute to intelligent future action to correct the particular deficiencies responsible for individual fires rather than having blanket restrictions imposed which might needlessly handicap all industry. A current example of this type of service is a report of the propane tank car fire that occurred in Portland, Ore., which was published for general distribution to interested groups.

Through the gases field service

project it has been possible to keep in closer contact with the wide use of gases in many fields where fire problems may be involved. Among the various services in this respect has been the issuance of advice upon request to architects, engineers, building officials, fire marshals, fire chiefs, hospital administrators, industrial plants, insurance organizations

or other authorities upon request as to the recommended safe practices involving gases as covered by NFPA standards.

The gases field engineer has participated in numerous meetings of industry groups, fire protection engineers, fire marshals and others in various parts of the country. This, it is hoped will promote a better un-

derstanding of the subjects covered by NFPA standards in this field.

With these and other phases of the service to be continued, and as the circle of contacts widens, it is felt that it will be possible to do an increasingly effective job for the benefit of the various special groups immediately concerned and for the general public. ■



The "Rural Gas Cookery Exhibition" (left) at the Royal Highland show was pitched to the "country home" owner. Both kitchen appliances and other types of gas-burning equipment were spotlighted. Kitchen in the exhibit (right) had sleek modern look, featured table-top range, small "single point" water heater, Electrolux refrigerator.

## LPG Booth in Scotland Attracts 3500 Visitors

LPG proudly held court in its own little realm when Scotland's Royal Highland & Agricultural Society had its annual Royal Highland Show last summer. And this despite the overwhelming predominance of exhibits that were strictly for the masculine taste.

The show was primarily an exhibition of livestock and farm products, but Scottish Rural Gas Ltd., the country's largest bottled gas distribution company, had its own booth housing the latest in LPG appliances. It also sponsored cookery demonstrations which, by themselves, attracted more than 3500 visitors.

Many thousands more streamed through the exhibits themselves, where a modern trend in styling was evident. A handsome table-top "cooker" showed the U. S. design influence. A complete kitchen featured smooth steel cabinets and stainless steel work tops.

The show is a major event each year for Scotland's agricultural interests. The 1955 edition, which ran for four days, drew 156,226 attend-

ance—and this was not a record. Exhibits are regularly provided by all major distributors of agricultural products and equipment. Through its continual growth, Scottish Rural Gas has become an important factor in this market. It now supplies the entire mainland with butane for domestic, farm, and commercial uses. Propane is now being gradually introduced for commercial and industrial use.

Domestically, butane (or Rural Gas, as it is called) is used for cooking, washing, heating, lighting, and refrigeration, according to company officials. Scottish Rural Gas sells the appliances as well as the gas, and claims to be competing "very favorably" with hydro-electricity as a domestic fuel in the remote Scottish rural areas.

Scottish Rural Gas is also in the manufacturing business, having designed and marketed a piglet warmer and a gas brooder. These products are both handled exclusively by the company, and both have helped them build a sizable load in pig rearing

and chicken brooding. Another farm use that is being exploited with some success is dairy sterilization.

Commercially, Rural Gas is being used by painters and plumbers for paint burning and lead melting. Rural hotels have also turned to LPG for heating as well as kitchen use, having found that they now have access to a constant fuel supply the year around, under all sorts of weather conditions.

The fierce winter weather that is common in this far-north country has frequently taxed the ingenuity of heating system designers and the capacity of the systems themselves. A year ago, Rural Gas was faced with the task of heating churches in rural areas where conventional installations did not appear capable of providing sufficient protection against the blustery weather. It was eventually decided to install piglet warmers, suspending them over the heads of the congregation. This rather incongruous solution "met with great approval and was decidedly successful," says one company official. ■



## *...precarious situation*

When the weather gets colder and LP-Gas consumption increases there is no clowning about the seriousness of needing a dependable year around supply of a top quality product at competitive prices. Why settle for less when the Sid Richardson Gasoline Co. assures you

### ***On-Time Deliveries***

— winter and summer

### ***Segregated Tank Cars***

— to eliminate freeze-ups due to water

### ***Real Security at Favorable Prices***

— contract tailored to your needs

PLUS continuous co-operation because we are an independent producer having no wholesale or retail outlets competing with our customers.

Where else can you get these advantages?

## ***Sid Richardson*** **GASOLINE CO.**

**629 FORT WORTH CLUB BUILDING • FORT WORTH, TEXAS**

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OMAHA, NEBRASKA



Demonstrations are the key to successful dryer sales . . . and don't be afraid to demonstrate an electric washer—in fact, demonstrate and sell them as a pair. That's the sound advice of an eminently successful gas clothes dryer dealer from the Middle West.

# How I Sell Gas Clothes Dryers

By E. H. Reitan • Butane Gas Corp. • Omaha  
(As told to L. Doyle Peck)



**N**OBODY has to tell the bottled gas dealer that an expanding market depends on his ability to: (1) sell new uses for his product, and (2) sell additional uses for bottled gas to existing accounts for increased consumption.

Certainly, one of the important ways of doing this is to sell more domestic appliances to our natural market: the rural homeowner. He is, after all, the backbone of the medium-sized dealer's trade. Right now, he may be using fuel oil to heat his home, and electricity for practically everything else. We have to reach him with butane's "story." And the story has to be pretty convincing in the home appliance line for the prospect is already using electricity for lighting, radios, television, etc., and its mighty convenient for him to cook, refrigerate and dry clothes by merely "plugging in."

I don't claim to know all the answers to the "how" of getting the rural customer coming our way. But I do know how and why we doubled our gas clothes dryer sales in one year. And ironically enough the arch-foe, electricity, was a valuable ally.

Here's the picture: In 1953, we sold 20 gas clothes dryers to our rural customers. In 1954 we sold 43 dryers and 47 electric washing machines. The point is, we did sell 43 dryers—some as butane account openers, and they're all using our bottled gas.



E. H. Reitan begins the kind of laundry demonstration-salestalk that has doubled Butane Gas Corp.'s gas dryer sales in Omaha. A complete laundry setup and a line of electric washing machines sets the stage.

That figure may not be impressive in itself, but after all we're not a large company, and the fact that it was more than double our previous year's sales impressed us so much that we expect to double it over again this year by concentrating on the same methods. We think it could be done by any LPG dealer on the same scale.

I've already given a tip-off on what we did. We added a line of electric washing machines and sold the two as a pair. What's more, we sold the electric washer *first* and featured the dryer as the sequel in a complete home laundry "package."

We had looked around to see who was getting the dryer sales. It was the electric appliance dealers, and they were getting "package" home

laundry business. They were selling electric washing machines and gas dryers to city residents with natural gas and—here's what hurt—they were selling electric washing machines and *electric* dryers to our rural market. We were being locked out. The first step, we concluded, was to take on a competing line of electric washing machines. We selected the brand we thought had the most selling advantages and which, naturally, had a matching gas dryer.

Of course, it isn't that simple. The electric appliance dealers still had the "just-hook-it-up" edge for their electric dryers. It meant we had to do some selling. So we took another leaf from their book.

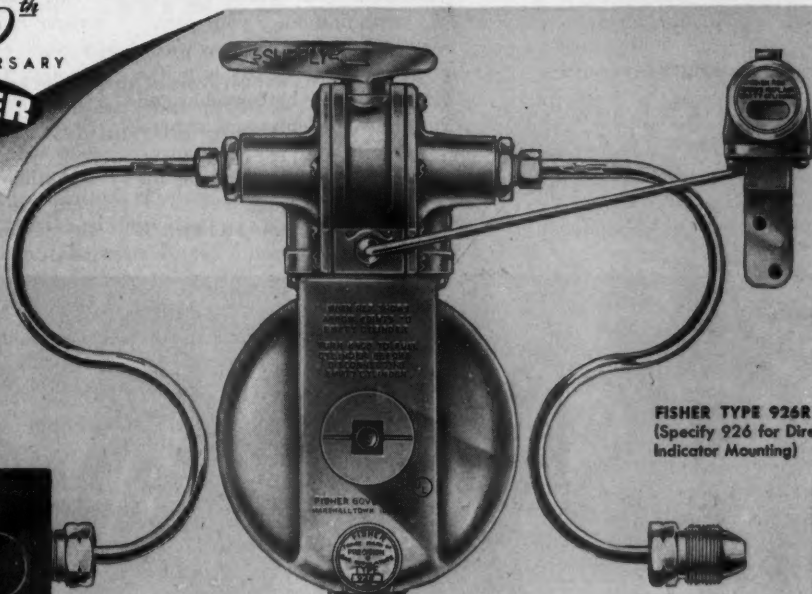
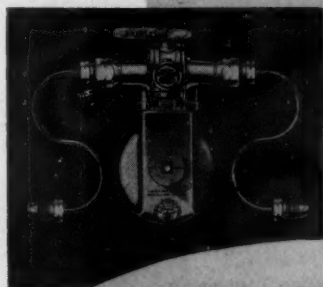
We set a glass-paneled demonstra-

everything you need and want in...

## AUTOMATIC CHANGE-OVER REGULATORS

Our 75<sup>th</sup>  
ANNIVERSARY  
**FISHER**

**FISHER TYPE 928**  
(Specify 928R for Remote  
Indicator Mounting)



**FISHER TYPE 926R**  
(Specify 926 for Direct  
Indicator Mounting)

# **FISHER** Salesman\*

\* The new automatic is truly "THE SALESMAN". It will work for you day and night for years providing better gas service. Through better service you will sell more appliances and more installations.

*Let the FISHER SALESMAN be YOUR salesman!*

### FEATURES

- New Improved Indicator (Impossible to over-pressure)
- Direct or Remote Mounting Indicator

- Pol X Pol Pigtail
- Pol X Inverted Flare Pigtail
- Increased Capacity (300,000 BTU/HR)

- Integral Construction
- Proven Design
- Attractively Priced

**FISHER GOVERNOR COMPANY, Marshalltown, Iowa**

Eastern Office — 212 New Dickson Bldg., Westport, Conn.

LEADS THE INDUSTRY IN RESEARCH FOR BETTER GAS PRESSURE CONTROL

## Clothes Dryers...The working machine is more likely to hold a prospect's attention than anything else

tion washing machine, plumbed it in, and converted an appliance stockroom into a complete home laundry layout along one wall. We gritted our teeth and promised ourselves we'd make at least one home laundry demonstration every day, any time anybody came into the store and would stand still long enough to listen. We advertised in the rural newspapers,

1. *"Classify" your prospect:* By this, we mean find out if your potential buyer (a) has a fairly new washer but needs a dryer, (b) is in the market possibly for both washer and dryer, (c) has had previous experience with gas and gas appliances, and (d) is now using butane gas for cooking or home heating.

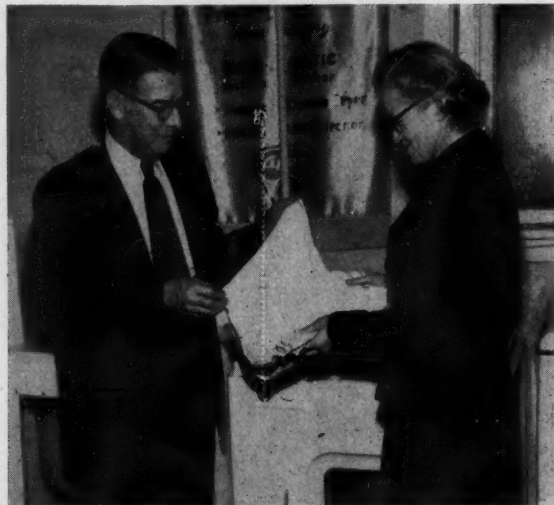
With this information at hand, it

more apt to hold the prospect's attention at this point than anything the salesman can say or do.

3. *Remember what you're selling:* Put to work your "classification" of the prospect's interests. If a "package" laundry sale is in the offing, start with the washer; if a dryer alone is the best bet, just put the washer through the first phase, enough to get the clothes wet and spun-dried, then go directly to the dryer demonstration. Remember that you won't interest the customer in something he just can't use, so pick your spot carefully when you begin the demonstration.



Answering the questions of the prospect is important. As Mr. Reitan does, he points out specific features concerned on the dryer model.



The end result: perfectly dried clothes. As the towel was being laundered, Mr. Reitan sold the advantages of LPG over electricity.

devoting some of our regular bottled gas ads to the fact that we could offer complete home laundry appliances, on terms.

This set the stage!

At first we groped uncertainly through the demonstrations. But as we began to find out what was most important to the prospective home laundry equipment buyer, our demonstrations started to take on a definite pattern, and our sales of washers and dryers began to pick up. Significantly, two-thirds of our sales were made during the last half of the year—after we had learned how to demonstrate and sell. We added no extra salesmen, and were not forced to "short" our other appliance sales in any way for lack of sales time.

Here are the "musts" we're using to sell washers and dryers:

is possible to "tailor" your demonstration to fit the customer. You know whether or not you have a bottled gas selling job to do as well. This background data can be obtained during a casual "introduction" chat with the prospect; don't be too matter-of-fact about direct questioning.

2. *Begin the demonstration:* As soon as possible after the prospective customer comes into the store, get right down to the demonstration. Ease into it as much as possible; just invite the customer into the laundry room, and start doing a wash.

Avoid the word "demonstration" as it can sound too much like a "sales trap" to the average prospect, who envisions several hours of "pressure" selling. Merely invite the prospect in to look at the laundry equipment. Once he's in the room, start up the appliance, as the working machine is

Spend your demonstrating time where it will do the most good; i.e., if the customer is a bottled gas user, you can dwell on the economy of the gas dryer, its advantage in speed, and the perfect job of drying it will do. On the other hand, if the sale is to be a butane account opener, sell the convenience of gas itself, dispell safety questions with figures on how many of your rural accounts have used butane for many years without a single mishap, and make especially strong points of the safety features on the dryer pilot and burner automatics.

4. *Answer questions:* The prospect will want to know some specific things about the washer and dryer. Be prepared with a good technical knowledge of the equipment but be able to present it in a non-technical, understandable manner.



# G.E. DEVELOPS NEW PLUG-IN CHASSIS FOR 2-WAY RADIO

**NEW PROGRESS LINE** saves money on maintenance through faster servicing—protects from obsolescence because chassis are quickly interchangeable.

**I**N the new Progress Line, transmitter, receiver, power supply and optional chassis are individually rack-mounted in a triple-rigid mobile case. Rapid interchangeability is provided by this rack construction and true plug-in chassis. This plug-in design permits changes in frequency, power, type of reception (narrow or wide band) quickly *at minimum cost, at any time.* You're free of any obsolescence risk!

You may switch Progress Line mobile units—whether front or trunk mount, between vehicles with 6 or 12 volt DC systems. No electrical alterations are needed. And any mobile combination can be converted quickly to a low-cost, 117 volt AC intermittent duty base station by changing only the power supply chassis!

Let a G-E Communications Counselor analyze your radio needs and develop an installation or conversion program planned for long-run savings. Write or call today for full specifications on the new **PROGRESS LINE**. *General Electric Company, Communication Equipment, Section X31115, Electronics Park, Syracuse, N. Y.*



**INDIVIDUAL PLUG-IN CHASSIS** minimize capital investment in spares and reduce radio maintenance time! Your vehicles will be back "in service" faster. For instance, you can replace either a transmitter or receiver plug-in chassis right in the vehicle in 5 minutes—using only a screwdriver. Individual plug-in chassis of the new General Electric Progress Line units also provide complete interchangeability between mobile and station transmitters and receivers.



**EASY FRONT MOUNTING** under the dash. The new G-E Progress Line case is less than 15" deep. For the first time you can have a 90-watt front mount mobile unit in the 25-54 MC. band and a 50-watt front mount mobile unit in the 144-174 MC band. In the 25-54 MC band you can now have simultaneous monitoring of 2 channels, in the same case, without additional equipment.



◀ There is a G-E Authorized Service Station near you. Look for this sign.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

Let's assume the salesman has either sold the customer on the washing machine, or has eliminated the possibility of a washer sale. Here are some typical customers' questions about the dryer which frequently come up during the demonstration, and our answers to them:

**Q.** How is a gas dryer different from an electric dryer?

**A.** In principle, there is no basic difference. Both depend on (a) a tumbling action to keep the clothes moving through the warm air, (b) good air circulation to dry the clothes ("paint won't dry in a closed room, even though the room is warm; it

**A.** Absolutely none. An automatic control shuts the dryer off when the temperature reaches 190°, which means the clothes are dry. We suggest you buy the model with a "humidostat" which automatically shuts off the burner when the clothes are dry, and has a definite gas-saving edge over straight-timed dryers. As additional safeguards, there is an automatic shut-off thermostat which will cut off the burner which, incidentally, is completely enclosed and shielded from the clothes—if for any reason the temperature reaches 200° (such as blocked air circulation), and an automatic cut-off attached to the

tions concerning the dryer's operation. But these, we have found, are the big ones. All of these questions should be answered by pointing to the specific features on the dryer, and showing exactly how they work while the machine is in operation. The point is this: don't be evasive. The advantages are definitely in gas' favor in clothes dryers, so there's no need to sell defensively.

**5. Sell "plus" features:** Grouped under this could be such things as built-in electric igniters, easily-cleaned lint traps, porcelain finish, etc. In other words, any special features about your brand of dryer. Remember that not only must you sell the advantages of a gas dryer, you must also point out that yours is the best, and back it up.

**6. Suggest financing terms:** The matter of time payments is definitely a part of any successful appliance sales talk. We generally use it as more or less of a "closer" and put it to the customer that we will "be happy to put it in his home after a small down payment so he can use it while he is paying for it.

Of course, if the customer brings up the matter of financing earlier during the demonstration, point out that the company will cooperate wholeheartedly in extending credit terms. But it is better if the dealer himself mentions it first, and makes some specific suggestions as to time and monthly payments as "test balloons."

The customer's "back-off" because he wants to think it over could be prompted by uncertainty as to credit terms. Explain them fully.

If the sale is to be a butane account "opener," you'll also want to explain tank rental and delivery procedure. But completely sell the appliance first unless the customer brings up the subject. Remember that you're trying to beat out electricity's "just-plug-it-in" advantage and you won't do it if you go into new account installation details prematurely. Timing on this score can be important.

That about sums up our plan for increased gas clothes dryer sales, and with it increased bottled gas sales volume. As long as we can keep showing steady increases in both appliance sales volume and butane usage by our rural accounts with this approach to dryer sales, we'll stick to our guns. ■



Financing arrangements are important part of the sale talk, and should be used as a "closer," the Omaha butane firm believes. Tank rental, installation details are discussed AFTER appliance is sold.

takes circulating air") and (c) a heating unit—usually a 4500-watt element in an electric dryer and a 15,000-Btu burner in a gas-designed dryer.

**Q.** Is gas actually cheaper to use than electricity?

**A.** Definitely (produce a writing tablet and pencil)—and here's why. At 2.8 cents per kw-hr (in the Omaha rural area) the average electrically-dried clothes load will cost 6 or 7 cents, based on an average drying run of 45 minutes. The gas dryer will dry the same amount of clothes (8 lbs dry) in approximately five minutes' less time, uses about 12 cubic ft of gas and will cost about 2 cents per load, based on the consumption of a standard 15,000-Btu burner.

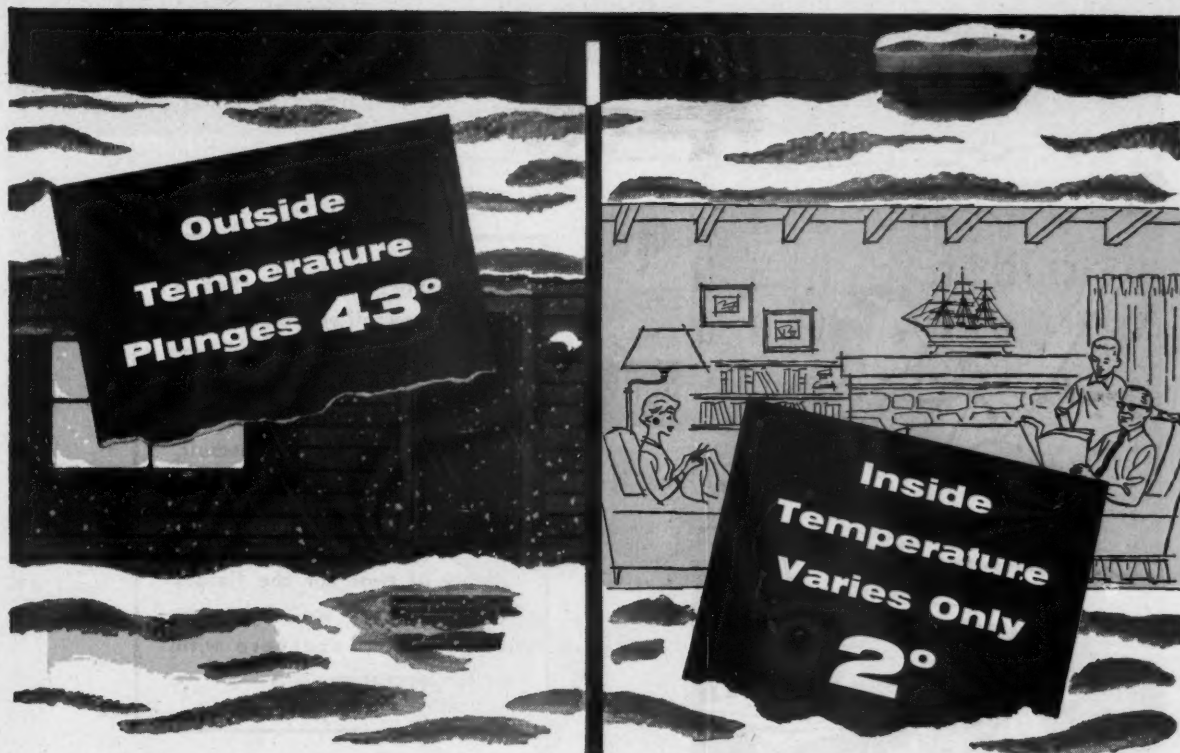
**Q.** Is there any danger of escaping gas, explosion or fire in a gas dryer?

revolving drum which will shut off the burner should a belt break or the motor stop for any reason, stopping the tumbling action. There is also an automatic shutoff in case the pilot light goes out when the machine is not in operation. You can walk away from your gas dryer and forget it.

**Q.** Can I control the drying if I want some clothes left slightly dampened for ironing.

**A.** Yes. Merely set the "humidostat"—or the timer, if the dryer runs on a clock—for the desired dryness. If there are just a few garments to be dried, you can start a whole batch through, wait until the machine stops on the first setting and take out the damp garments for ironing, then reset the dial and let the other garments dry completely.

Of course there will be other ques-



## Every space heater dealer should read this performance report about the new 55 Gasapack control

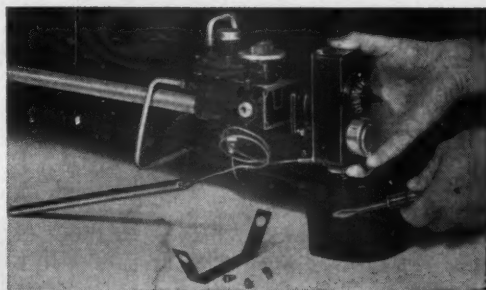
**I**N 60 hours . . . only 2° variation room to room, while the thermometer plunged from the mid-forties to zero. Here's performance you should be selling at a profit!

This action report of the MTS thermostat-controlled Model 55 Gasapack takes but a few minutes to read. And how worthwhile. Big 60-hour charts trace the precise modulating action responsible for this even, healthful comfort. It's documentary sales backing at its best.

Give yourself a break — sell trouble-free comfort. Satisfy your customers — *give them the choice of any one of three add-on accessories to suit any personal comfort preference.* Make sure the Model 55 Gasapack control is installed on the gas space heaters **YOU** sell.



Write for a copy of this 55 Gasapack Performance Report and other facts on today's most versatile gas control.



**55 MTS MODULATING SNAP THERMOSTAT** — easily attaches with a screwdriver — no need to break line. Electric-wall and modulating thermostats also available. Thermo-bulb modulates fire from high to low. Quietly snaps off when low fire is no longer needed. Ignition is at a point close to "wide-open" — eliminates burn-back in venturi. Absolutely silent operation. Single-knob adjustment.



**BASIC CONTROL FOR LP-GAS** does not have the pressure regulator as above (tank has own pressure regulator.). Otherwise, operation and versatile performance is the same.

# A-P CONTROLS CORPORATION

2542 N. 32nd Street, MILWAUKEE 45, Wisconsin  
COOKSVILLE, Ontario NIJMEGEN, Holland

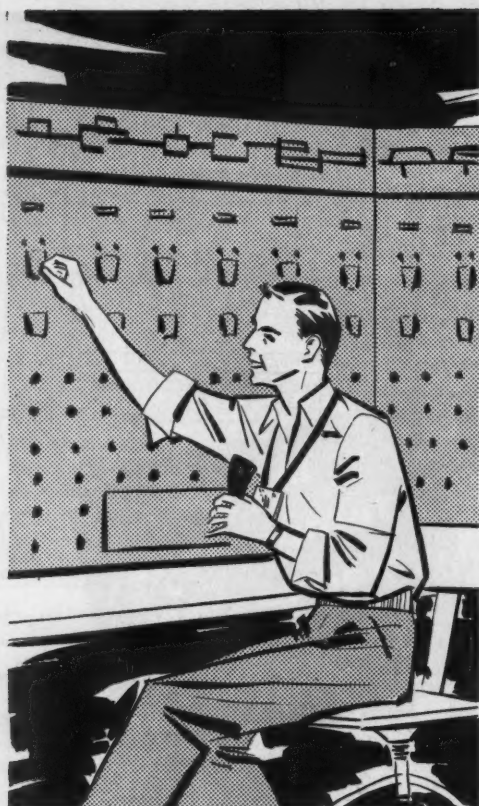
For Export: 13 E. 40th Street, New York 16, N. Y., U.S.A.



**DEPENDABLE Controls**

for Air • Liquids  
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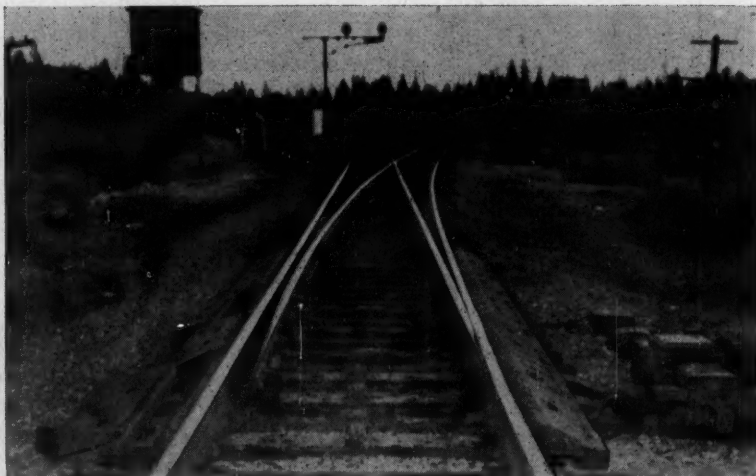


In freezing weather, when a heavy snowfall or a sleet storm interferes with the operation of main line remote control switches, the central traffic control dispatcher at Dunsmuir, Calif., turns on LPG-fired switch heaters a half hour before a train movement, giving plenty of time for the flames to melt away ice and snow which might interfere with switch operation.

## LPG-Fired Switch Heaters Perform Switch-Clearing Task for Oregon Crews

SOUTHERN Pacific section crews in Oregon's rugged Cascade mountain area are getting more sleep than they used to, thanks to LPG. Now, when a heavy snowfall or a freezing sleet storm interferes with the operation of main line C.T.C. controlled switches, crew men do not climb out of bed before daybreak; they let LPG-fired switch heaters perform their switch-clearing task for them.

The first batch of 20 heaters was installed for the winter of 1953-54 between Calimus, a point 35 miles north of Klamath Falls, and Crescent Lake on Southern Pacific's main Cascade line. All are under the control of the centralized traffic control dispatcher at Dunsmuir, Calif., through use of a code control system. Last winter . . . more LPG heaters were added to the stretch of main line from Calimus



Centralized Traffic Control dispatchers at Dunsmuir and Eugene operate LPG heaters through use of an electric code system. Snow and ice are melted to provide safe switch operation.

## Profit by "Mr. B" local co-op ads!



Tell your customers you are "Mr. B"—the man to see for BRYANT quality equipment. Focus the full power of national ads, etc. on your business, your profits!



## be "Mr. B"

(AUTHORIZED BRYANT HOME COMFORT DEALER)

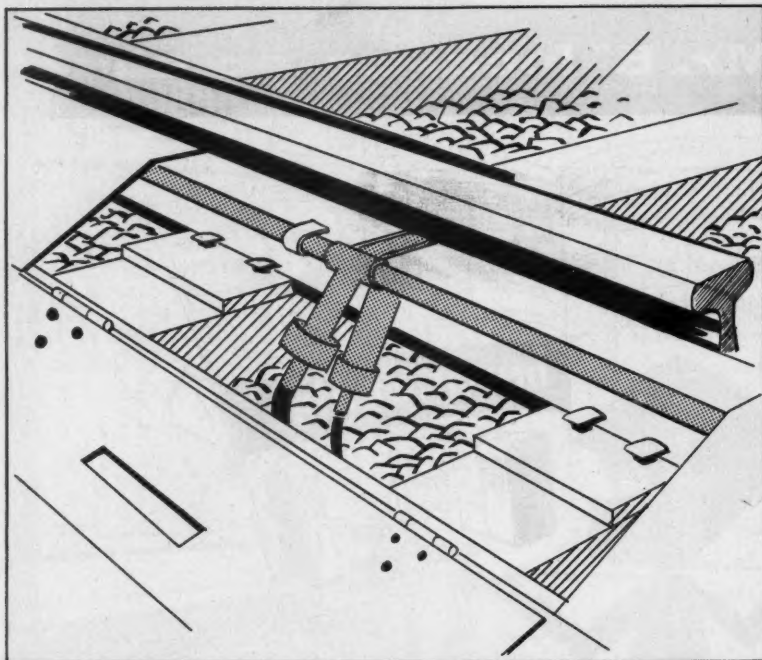
Only "Mr. B"—the Bryant Home Comfort Dealer—has all 8 of these selling assets to build his business BIG:

1. A name customers know and want
2. The most complete line of automatic heating, air conditioning, water heating
3. Quality equipment for every market
4. Exceptional distributor service
5. Professional sales training
6. Personalized selling tools for you
7. National advertising featuring you
8. Co-op "Mr. B" ads for local papers

For bigger profits now, for a secure and prosperous future—see your Bryant Distributor. Ask him about Bryant's big "Mr. B" action program, and how it can make sales and money for you!

# bryant®

AUTOMATIC HEATING  
AIR CONDITIONING  
WATER HEATING



Propane is supplied to the 26-ft pipe through a tube entering at the center. Ignition wire and return indication equipment are located next to the gas connection. Folding metal covers protect the heaters.

south to Klamath Falls. Another group of 20 heaters was installed last winter north of Crescent lake, and instead of being controlled from Dunsmuir, are controlled from Eugene.

In freezing weather, the dispatcher turns on the heaters a half hour before a train movement. This gives plenty of time for the flames to melt away ice and snow which might interfere with switch operation. Control of a switch is accomplished by use of the same single pair of wires which, by coded impulse system, control the switch machines and the signals. This same system warns the dispatcher if burners fail to light.

Gas is supplied from 1150-gal. storage tanks located near the switches. These are filled either by tank delivery truck or directly from tank cars. Several of the switches are located at points which are remote from access roads, and the latter source of supply is the only feasible one. Local LPG dealers fuel the tanks which can be reached by truck.

### Refilling

Gas consumption is recorded by the dispatcher. Knowing that each heater consumes approximately

three gal. of gas per hr, he is able to judge when the tanks must be refilled.

The burner section of the heater is malleable iron, assembled in 26-ft lengths and installed on the outside of and adjacent to the running rails. They extend the full length of the 24-ft switch points. Heat from the burner is not sufficient to have any harmful heat treating effects on the rails, nor are heaters located in such a manner as to create a fire hazard.

The burners, equipped with six in-

spirators and six No. 68 orifice spuds, are ignited by two hot wires one at each rail. The hot-wire coil igniter and bi-metallic contactor for return indication is attached to the burner and housed in a brass nipple with a bronze cap. Gas is ignited by a Ni-chrome wire coil heated electrically when the gas is turned on, and allowed to cool after the gas is ignited.

One step of the code control is assigned the heaters. The ignition system, made up primarily of the hot-wire coil, is energized from a local AC source or from storage batteries.

A bi-metallic contact mechanism is provided with each switch to indicate when the burner is in operation. A control code, in turn, is actuated indicating to the dispatcher that the heaters are actually in operation.

### Sequence of Events

The sequence of events on an icy morning is as follows: the dispatcher is informed of weather conditions by signal maintainers or section foreman. The dispatcher then actuates the hot-wire ignition coil and the solenoid which controls the flow of gas. Lastly, he checks the return indicators to make sure that the heaters are actually in operation.

Attesting to the satisfactory service rendered by Southern Pacific's switch heaters, H. A. Teal, trainmaster of the Shasta division, reports: "This past winter we did not encounter many bad storms, but our experience with the heaters the preceeding winter during some very severe weather proved extremely satisfactory."



Each switch heater installation is supplied by an 1150 gal. propane tank. Some of these are filled by tank truck while others depend upon railroad tank cars.





## How to Make LP-Records With LP-Gas

We're talking about "long-playing" profit records... the records that scores of distributors are making with Cities Service LP-Gas!

Why this extra profit? There are four excellent reasons:

**QUALITY** Pure... Moisture-free... Exceeding NGAA Specifications... Trouble-free... More profitable sales.

**SUPPLY** Dependable year-round supply from company-owned plants... Vast underground storage facilities... Material when you need it.

**TRANSPORTATION** Cities Service tank car and trucking fleets assure material where you need it.

**SERVICES** Engineering, carburetion and operational know-how backed by years of experience plus expert promotional assistance.

For more information, contact the nearest Cities Service office listed below. And remember... with no retail outlets, Cities Service devotes all its efforts toward helping the distributor.

SERVICE!... Part of our name, part of our business

# CITIES SERVICE

QUALITY PETROLEUM PRODUCTS

406 W. 34th St., Kansas City, Mo.  
20 N. Wacker Drive, Chicago, Ill.

500 Robert Street, St. Paul, Minn.  
6611 Euclid Ave., Cleveland, Ohio





Allen Butane Gas Co.'s newly opened Grapevine store and bulk plant, showing the air conditioned store and office and a portion of the 42,500-gal. storage capacity.

## Allen Butane's "Policy of Protection" Grows With Expanded Operation

New North Texas facility, recently unveiled in festive grand opening complete with full publicity and advertising treatment, assures the area of ample gas supply for the future.

**I**N the severe cold winter of 1947-48, many customers in North Texas were caught short of fuel; some farmers without a reliable, nearby gas supply



C. H. Oliver, who has been associated with Allen Butane for 13 years and manager of the Grapevine operation for four.

were forced to hook up wood stoves, and improvise chimneys by sticking pipes out through windows. But this problem will not confront customers of Allen Butane Gas Co., which has just opened a new \$71,000 bulk plant and retail store in the north Texas town of Grapevine.

### Strategic Locations

The company's "policy of protection," which calls for strategic location of branch storage facilities and company-owned transports, storage, and delivery units, is assurance that Allen Butane will deliver fuel at the time it is needed.

The new and improved Grapevine outlet, with 42,500-gal. storage capacity, is one of Allen's seven north Texas L. P. gas consumer centers, the other decentralized units being locat-

ed at Denton, Pilot Point, McKinney, Celina, Sherman, and Waxahachie.

Allen Butane Gas Co., headed by President J. E. Allen and Vice President H. R. Pemberton, has a total storage capacity of 227,000 gal., taking the entire LPG output of six refineries. Seven thousand-gallon transports are used to keep bulk plant supplied, and a fleet of new delivery trucks operate regularly.

### 16-Year History

When the newly enlarged Grapevine outlet was ready for business early last month, Allen Butane Gas Co. invited the community of Grapevine to participate in the grand opening and to see how far the company has come in its 16-year history. From 9 a.m. until 7 p.m. visitors came to take a chance on one of the valuable



Home of the True Blue Oil Company—Creators of the True Blue Dispensing Valve and the True Blue Spinner Painter. Distributors of LP Gas for over 27 years. Owned and operated by Charles G. and Beulah N. Homuth.



\*U.S.A. and Canadian Patents Applied For.



## DRUDGERY NEVER WAS FUN



In Position—Ready for painting.



Charles Homuth demonstrating use of his revolutionary new True Blue semi-automatic dispensing valve.



### *If you paint and fill cylinders the True Blue way you will have fun while you work*

The Spinner Painter may be suspended from the ceiling or wall bracket with 1" pipe.

When the handle is held in a vertical position 2 curved hooks are placed in slots of the cap. The cylinders may be suspended equally well by placing the hooks under the valve wheel (cap removed).

When the handle is pulled down it automatically locks, holding the cylinder off the floor. The suspended container revolves freely on the ball bearing hanger in a spinning motion.

When the vessel is satisfactorily sprayed just a very light pressure on a button releases the handle thereby allowing the cylinder to come to rest on the floor, simultaneously the hooks automatically release the cylinder, it is then ready to be rolled away.

### The True Blue semi-automatic DISPENSING VALVE —

- Extremely fast
- Thoroughly safe and dependable
- Fills one to three, 100-pound cylinders per minute
- Cuts labor costs up to 75%
- Can be installed on cylinders and removed in 5 seconds or less
- Is simple to operate
- Eliminates opening or closing any valve except cylinder valve
- Has 100% safety factor
- Has positive action on both shut-off and opening
- Is constructed of high grade steel — All chrome plated thruout

Every True Blue Dispensing Valve carries a full 12-month guarantee. Valves will be repaired or replaced, when returned prepaid to the True Blue Oil Company.

Ready for Immediate Shipment — Write or Wire for Prices.

# TRUE BLUE OIL COMPANY — Plato Center Ill., U. S. A.



## Allen Butane...Prizes worth some \$500 were given away at the opening

prizes and to see the displays of modern LPG-burning appliances. Prizes worth some \$400 were given away. Every hour on the hour names of visitors were drawn, and the lucky winner was awarded 100 gal. of gas. In addition, registered visitors were eligible for the grand prize drawing. First prize, a Hoover vacuum clean-

ance ads and stories by President Allen and Vice President Pemberton. Short stories spotted throughout the paper highlighted features of appliances handled by Allen Butane.

Hosts for the grand opening, in addition to Mr. Allen and Mr. Pemberton, were Curtis H. Oliver, Grapevine store manager for the past four

appliances: Roper ranges and clothes dryers; Servel freezers, refrigerators, and air conditioners; Martin and Dearborn space heaters; Vent-A-Hood cooking ventilator; and Day & Night Jetglas water heaters.

The new bulk plant and store are located on a 200- by 290-ft tract on Northwest highway. Measuring 40 by 60 ft, the pink and masonry building boasts an air conditioned interior that has been finished in mahogany panelling.

Pointing to their belief in the future of the area, Mr. Allen and Mr.



The interior of the air conditioned store is mahogany-paneled. Here can be seen the display floor, accommodation desk, and office.

er, was followed by a Martin cabinet heater with thermostat and safety pilot, a Martin Fyrellog with matching brass andirons, and a portable Roper griddle.

Youngsters weren't forgotten either by Allen Butane. There were balloons galore for all who came, in addition to free refreshments. Punch and cookies, baked on one of the Roper ranges that Allen Butane sells, were prepared and served by a home economist from Lone Star Gas Co.'s Fort Worth office.

Extensive use was made of the Grapevine newspaper, the *Sun*, to spread the word about Allen Butane's opening. The eight-column headline in the Sept. 29 issue read, "New \$71,000 Allen Butane Gas Co. Bulk Plant and Retail Store Opens Saturday." Featured in the lead story of the day were the company, its new store, and its open house.

In addition to a full page ad inviting the public to the open house, the paper carried several smaller appli-

years and with the company for 13; Bill Kemp, serviceman; Leon Pippin, George Wilkins, and Alvin Aly, deliverymen; and Mrs. Arthur Simmons, secretary and bookkeeper.

Factory representatives for the wide range of appliances handled by the Allen store were present to help greet the many visitors and to show them the fine points of the stocked

Pemberton said, "We are proud to be among the first to make a long-range investment in what we feel is a very progressive area—in the very center of a booming metropolitan 3-county area (Dallas, Denton and Tarrant).

"New lakes, new plants in the area, and many new homes add up to unlimited possibilities. We are simply recognizing those possibilities." ■

**Are YOU Protected?**  
Will You Always Have  
**BUTANE-PROPANE GAS**  
Available When You Need It?  
**227,000 Gals. of Company Owned Storage on Hand for You**

• DENTON	• KENNEDY	• SHERMAN
• GRAPEVINE	• LEE	• FORT WORTH
• WICKLIFFE		



**YOU CAN  
DEPEND ON US!**

Highway 114—Grapevine—Phone BU9-2500

An example of the ads appearing in the Grapevine *Sun* is this one, run in conjunction with the eight-column ad inviting residents to come to the open house.



100 lb. Cylinder  
60 lb. Cylinder  
20 lb. Cylinder

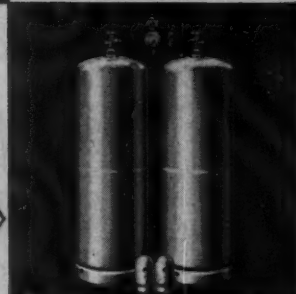


Cylinder Valve  
Cat. No. 21001

Tee Check Assembly  
Cat. No. 30070



Automatic  
System Package  
Cat. No. 91013



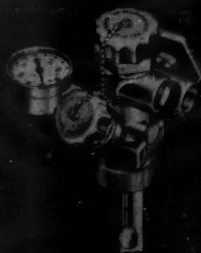
## *a move to* **Weathco** *is a move to win...*

The Weathco name is a complete and powerful weapon which helps you sell more—faster and easier.

With Weathco, you simplify purchases of bottled gas systems because Weathco is your only single source for all necessary equipment *including cylinders*.

With Weathco, your every tank and cylinder installation can be made with confidence because all Weathco equipment is unmatched in appearance, quality, safety and efficiency.

Low Pressure Regulator  
Cat. No. 31015



Tank Unit Assembly  
Cat. No. 42000  
w/optional  
Pressure Gauge



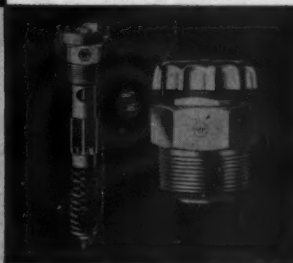
# WEATHERHEAD

*... is showing the way*

The Weatherhead Company — Cleveland 8, Ohio • In Canada — St. Thomas, Ont.

Internal Relief Valve  
Cat. No. 22018

Vapor Return Valve  
Cat. No. 25002



With Weathco, you can stretch your buying dollars because Weathco offers (1) cylinder leasing plans that help you save your working capital for other current needs, and (2) complete, "packaged" bottled gas systems on 5 year payment terms—these systems earn for you while you pay for them.

**EPISODE NO. 3**

**Pete Makes A Pact With The Devil**



By J. Arthur Thompson

**W**HEN Propane Pete was advised by Doc Gray up in Worland, Wyoming, to go take a bath in the hot springs at Thermopolis, he was pretty much upset. Takin' a bath was risky business. But then, Pete thought, he'd always lived dangerously, so he might as well try it.

Thermopolis is just a he-man spittin' distance from Worland, about 35 miles. Pete takes off that evening, being Saturday, and rambles along the river to Thermopolis, figurin' on havin' his bath that night and gettin' the danger over with.

But when he got to Thermopolis, all the hot springs had turned cold. Everybody in town was scared and panicky. A couple of Indian bucks were singin' their death song alongside one of the springs.

"What happened to the springs, turnin cold?" Pete demanded.

"Devil steal um fuel to keep Hell hot," the Indian interrupted his death chant to reply.

"Well, I ain't takin' a cold bath," Pete declared, and set out huntin' for the source of the spring. He found it pretty quick and after nosing about a bit, he built a crude water heater out of odds and ends. He used the gas from his truck to run it.

The Indians stopped singin' to watch him. When he had the water steamin' in the pool, he stripped off and jumped in. Well sir, Pete never had a bath before or after, like that one. It took away all of his aches and pains and when he come out he was full 32 pounds lighter.





There's a parade of bonuses headed your way when you join the swing to Sinclair. With every load of Sinclair LP Gas you get these big Sinclair extras . . . Sinclair **INTEGRITY—REPUTATION—QUALITY—PERFORMANCE**—and **GOOD SERVICE**. These extra advantages can add up to more, satisfied, repeat customers—a faster growing, more profitable business for you.

Get all the facts about Sinclair LP Gas. It's the gas with high heating value—with moisture and impurities removed. You'll soon see why it will pay you to fly the Sinclair banner in your territory.



## **SINCLAIR** a great name in oil

SINCLAIR OIL AND GAS COMPANY

Liquefied Petroleum Gas Sales Department • Sinclair Oil Building, Tulsa, Okla.

## PROPANE PETE *continued*

Besides he found a couple of screws he'd lost out of a regulator six months before.

When Pete disconnected the water heater, the Indians protested. They explained that he'd choked up the spring he had bathed in and so he ought to heat the water for the other springs to make up for it.

Now Pete didn't like the idea of stickin' around as a hot spring fireman but he wanted to do the right thing. He thought it over a mite.

"How do you know the Devil is stealin' the fuel?" he asked the Indian.

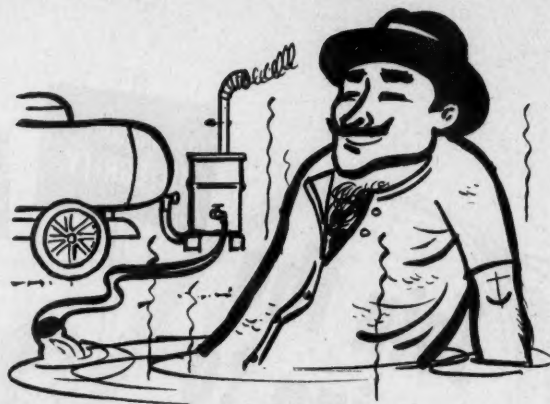
"Me show," grunted the other.

The Indian led him up the canyon a bit and pointed to a cave. Pete went in and looked down a long hole lit up by a ruddy, red dight. Sure enough he could look right down into Hell. The Devil and his helpers were busy turning the fuel supply that heated the springs into the central furnaces.

Pete motioned to the Indian to wait and he went back and got his old truck, Beepee. He had a little trouble gittin' it up to the cave but he finally made it.

Now propane is one of the hottest of gasses and one of the coldest of liquids. Pete takes his hose and starts squirtin' liquid propane down that hole. He just froze Hell over!

The Devil can't stand havin' Hell froze over so he clawed his way right up that hole, shiverin' and chatterin'. He glared at Pete and Pete glared right back at



him. Then they started pawin' at each other while the Indian Buck stood petrified with fear.

Finally they made a treaty. The Devil was to let the fuel supply for the hot springs strictly alone. In return Propane Pete would show him how to use L. P. gas in a standby plant when Hell's load was too heavy for the regular fuel supply.

When the Indians found out how the matter stood, they decided they didn't want to be in a position of havin' to enforce a treaty with the Devil. So they gave the hot springs to the State of Wyoming, with the proviso that so long as the rivers should run and the sun should shine, the waters of the springs should be free to all who came, regardless of race or color.

Those treaties have been kept on all sides to this day.

As for Propane Pete, his gas supply was gettin' low, so he headed South and East. ■

**W**ILLIAM H. BROOKS, who will be remembered by a great many people in the L. P. gas industry for his outstanding work as Washington representative of the LPG tank fabricators, is now serving as Trade and Investment Advisor with the United States Operations Mission to Pakistan.

Bill Brooks reports that tremendous progress has been made by the people of Pakistan during the eight years since that country has been separated from India. Industrial developments have been hampered by the lack of low-cost fuel, but an extensive exploration and drilling program is being carried on to discover and develop a domestic petroleum supply. They have recently found one of the world's largest gas fields, located only about 300 miles from the capital of Karachi. This field produces only dry gas, with very limited LPG components. A big-inch pipeline has been constructed to Karachi and a few other principle towns, and

## Ex-Tank Fabrication Executive Helps Set The Stage For LPG in Pakistan



One of the few jobs LPG has not taken over in Pakistan is the traditional snake charming.

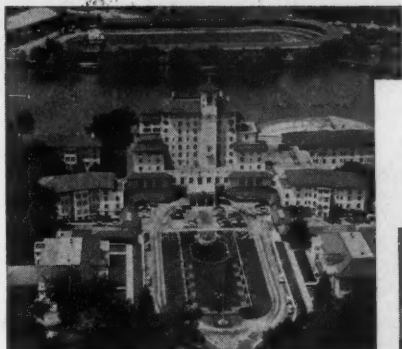
exploration is continuing in the hope of discovering wet gas fields and crude oil deposits. An Italian firm is completing an engineering survey as a preliminary to the construction of a refinery and cycling plant in anticipation of the development of oil fields.

Only a very small amount of "bottled gas" is available in Pakistan at this time, but as an indication of the high interest being shown, the animated display which featured the Trinity Steel Co. exhibit at several conventions in the United States has been flown there to be used in the Pakistan Industrial Exposition in September. ■

# TWO GREAT NAMES...

## THE BROADMOOR HOTEL

COLORADO SPRINGS, COLO.



Equipped with **GARLAND...**

THE GREATEST NAME IN COMMERCIAL COOKING!



### GARLAND is best . . . sales prove it!

This is a fact: Day in, day out more Garland commercial cooking equipment is used to prepare meals than any other make!

That's because Garland is noted for perfect results . . . whether the cooking operation is large or small. The finest chefs rely on Garland not only for its speedy ways and dependability, but for its unmatched flexibility and outstanding performance. They *know* Garland is tops! Phone, wire or write for full details.

GAS SUPPLIED BY COLORADO INTERSTATE GAS CO., COLORADO SPRINGS, COLORADO.  
SOLD AND INSTALLED BY CARSON HOTEL SUPPLY COMPANY.



Louis Stratta, Head Chef of the Broadmoor Hotel, uses Garland and gas to serve more than 3,000 meals daily.



The battery formation illustrated includes:  
Spectro-Heat Hot Top; Open Top; Unitherm Fry Top; Deep Fat Fryer; and Side Fired Broiler. Units available in standard black-Japan or Stainless Steel finishes.

# G A R L A N D

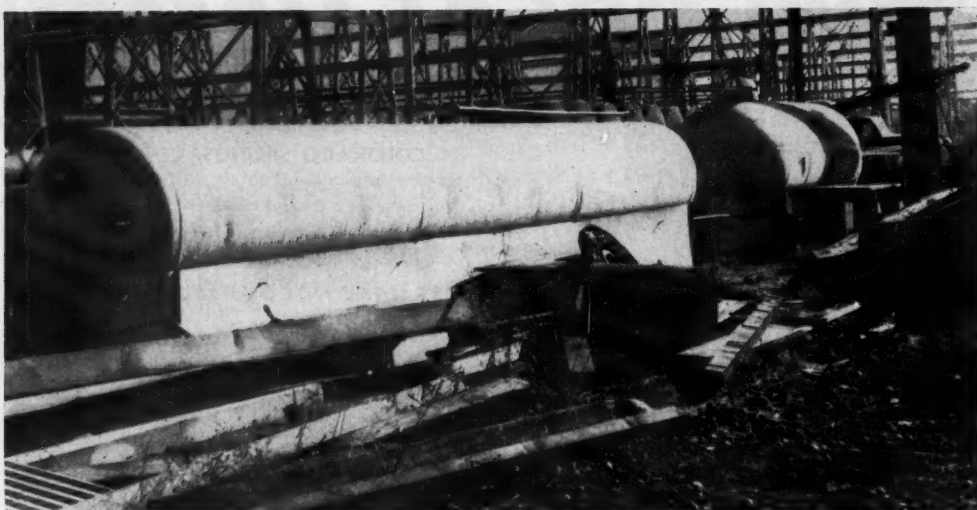
Heavy Duty Ranges • Restaurant Ranges • Broiler-Roasters • Deep Fat Fryers  
Broiler-Griddles • Roasting Ovens • Griddles • Counter Griddles • Dinette Ranges

Products of Garland Division, Detroit 31, Michigan

**Welbilt CORPORATION**

IN CANADA: GARLAND-BLODGETT LTD. - 1272 CASTLEFIELD AVE., TORONTO





Two 2500 gal. LPG tanks were permanently installed behind the plant and attached to the piping systems, and LPG was available for use wherever needed for burning and brazing throughout the plant.

## Production Experience Proves LPG Superior For Metal Cutting and Brazing

Industrial acetylene generators used to supply fuel for metal cutting and brazing are signals for the live-wire LPG dealer to undertake replacement with a propane tank. The acetylene generator requires frequent recharging and supervision—entails considerable payroll cost for its operation. The propane tank is completely serviced by the dealer, with no payroll cost to the user. Metal cutting with propane costs less for fuel, less for oxygen, and less for cleanup following the cutting.



BEALL PIPE & TANK CO. of Portland, Ore., manufactures among other products high quality storage tanks and bulk truck bodies for the LPG industry, and uses LPG in the process. The company has learned, through laboratory tests and through actual comparative tests in the shop, that propane is superior to any other fuel for its metal cutting and brazing operations.

Located in a section of what was once the Oregon shipyard of World War II fame, birthplace of many Kaiser-built Liberty and Victory ships, Beall has found the vacated fabricating shops of the shipyard ideal for its manufacturing purposes. Little alteration was required to adapt the buildings and existing facilities for pipe and tank manufacturing when the company moved into its new quarters shortly after World War II. Acetylene piping carried gas from an acetylene generator to many outlets located at convenient intervals throughout the shops. Piped oxygen was also readily available to workmen at any location.

After thoroughly studying the idea of converting its metal cutting facilities to propane, and discussing sup-

ply problems with Gas Heat Inc. of Portland, the company retired the old acetylene generator and arranged for a welding supply firm to rent tank trailers which were hooked to the piping systems and replaced as required. Later, two 2500-gal. LPG tanks were permanently installed behind the plant and attached to the piping systems, and LPG was available for use wherever needed by burners and brazers in the plant.

These same tanks also currently supply LPG for other uses such as for heating asphalt dipping vats in which finished pipe is submerged, coating enamel vats, pipe wrapping machines, and for space heating.

At the time of conversion to propane, no alterations in the brazing torches were required. Burning equipment required a change of tip, but otherwise was ready for propane consumption. Acetylene cutting torches have a perfectly flat tip, while those using propane have a recessed or cupped tip. With propane, the flame is actually held inside the tip, rather than at a distance from it as in the case of acetylene tips.

Beall now uses propane exclusively, in both its hand torches and plani-

**TANKS BY BANKS**

*Economy*

**LP-GAS  
EQUIPMENT**

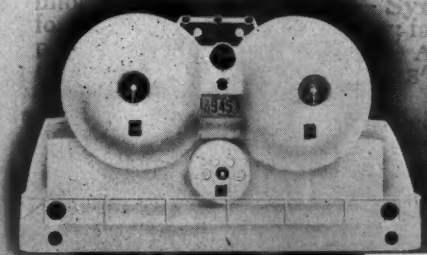
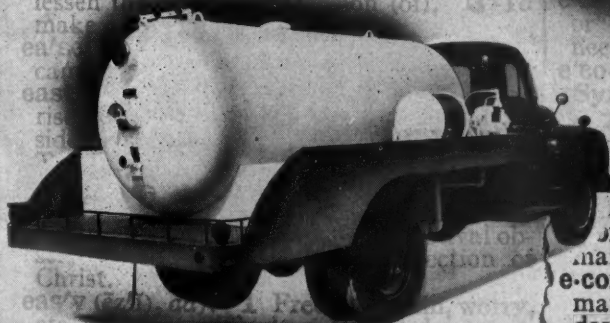
*is all that the name implies!*

**1** Thrifty management by the manufacturers of Economy LPG equipment makes it possible for you to get finest quality equipment for every phase of your operation at a price as low — and quite often, lower — than ordinary equipment.

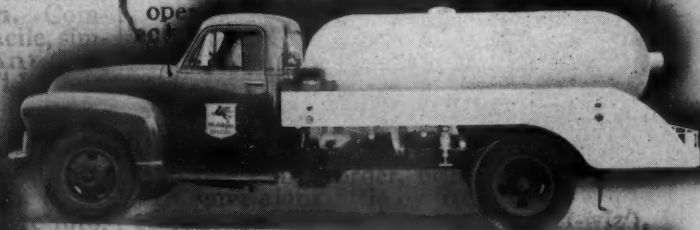
**2** Working closely with LPG operators through the years, Dallas Tank Company has developed numerous new production methods which have kept down expenses. This means savings to you... giving you the best for less!

**3** Dallas Tank Company, Incorporated, is organized for efficient operation. Our prompt service is the result of complete coordination of sales, office and fabrication process. Any way you figure it, Economy (TANKS BY BANKS) LP-GAS EQUIPMENT is your best buy... all that its name implies!

...with the production, consumption, and consumption of wealth. — **e-con'o-mist** (ĕ-kŏn'ŏ-mĭst), *n.*  
**e-con'o-mize** (ĕ-kŏn'ŏ-mĭz), *v. t. & i.* To manage thriftily; to be frugal.  
**e-con'o-my** (ĕ-kŏn'ŏ-mĭ), *n.* **1** Thrifty management. **2** Any act or method undertaken to keep down expenses. **3** Arrangement or organization for efficient operation.  
**e-sta-sy** (ĕk'stā-sĭ), *n.* Rapture; bliss; notional excitement. — **ec-stat'ic** (ĕk'stā'tĭk), *adj.* — **ec-stat'i-cal** (ĕk'stā'tĭ-kəl), *adj.*



REAR VIEW  
OF DELIVERY  
SHOWN AT  
THE RIGHT



**IN STOCK FOR IMMEDIATE DELIVERY**

**DALLAS TANK COMPANY, Inc.**

*Quality Tanks for a quarter of a century*

201-5 WEST COMMERCE ST., DALLAS, TEXAS

Phone Riverside 5001

• 409 LEE ST., VICKSBURG, MISSISSIPPI

Phone 2971

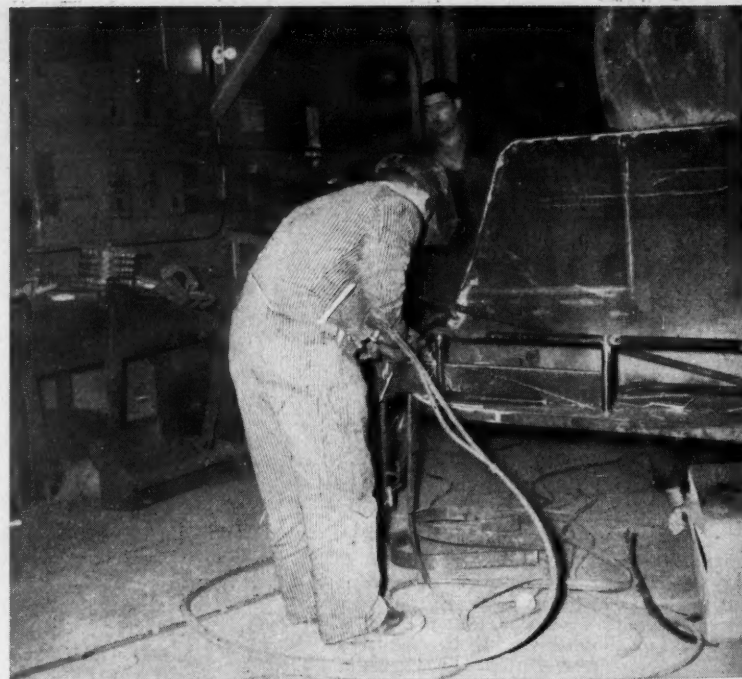
## Metal Cutting ...

graph machines. Besides producing a better cut, propane has proven to be considerably more economical than acetylene. One propane cylinder will do as much cutting as eight cylinders of acetylene, and oxygen consumption shows a slight decrease when cutting with propane.

The primary advantage of using propane for metal cutting, however, is the resulting clean cut. No grinding or chipping, both of which are expensive and time-consuming operations, are required. Metal preparation for welding is complete as soon as the metal edges are cut and beveled.

Beall ran tests with hand torches to determine the preheat speed of a propane torch as compared with that of an acetylene torch, and learned that on the average cut, propane requires three seconds longer. However, once the metal has puddled, the propane torch cut substantially faster. In the long run, more work is accomplished in a given time with the propane torch, particularly where long, continuous cuts are made. But the greatest saving in cost comes from reduction of cleanup time. Light brazing, which does not depend upon the same flame characteristics as welding, is done exclusively with propane at Beall.

Bud Carey, of Gas Heat, relates that the Cascade Co. of Portland was one of his company's first metal cutting accounts, and the gratifying results at Cascade were instrumental in obtaining several similar accounts. Cascade, like Beall, uses propane ex-



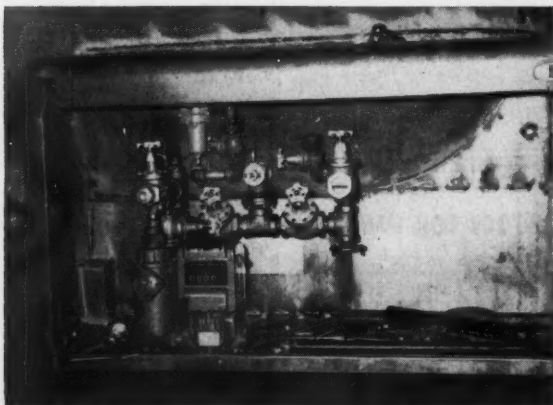
Brazing is the quick and easy method of fastening the hose retaining rail on the "back porch" of this L. P. gas bulk truck.

clusively in its planigraph machines and assembly shop hand torches. A cylinder of propane beside the oxygen cylinder is wheeled around the shop in the company's cylinder carts.

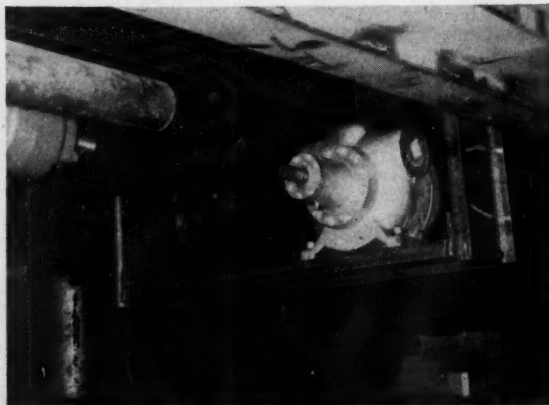
Mr. Carey reports that breaking into a long established acetylene stronghold with propane for burning is frequently a tough job. The old-timers often have to be practically dragged to a demonstration of propane cutting. Once they see the superior results of the LPG-fired torch, their sales resistance withers. Any resistance remaining is due to a reluctance to change, rather than to

their not liking the results from propane burning.

Another warning by Gas Heat concerns the pressure at which propane is used in burning equipment. With certain propane conversion tips, the correct pressures for acetylene and oxygen in cutting equipment are not the correct pressures for propane and oxygen. If a workman forgets and starts burning with the same pressures he used with acetylene, the results are not good. However, when proper pressures are used, anyone who can burn with acetylene can get better results with propane. ■

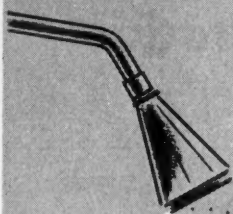


Meter, valves and controls are mounted integral with tank by means of a brazed-on housing.

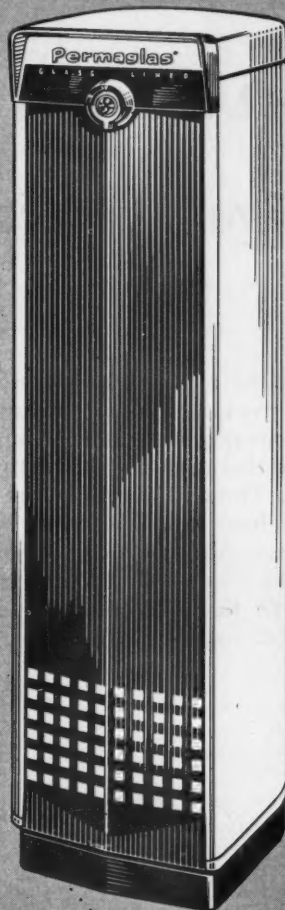


The propane pump is carried on steel support cut from "U" channel by propane torch.





*Sell the  
water heater  
that's*



# YEARS AHEAD

## Permaglas®

IT'S EASIER TO SELL THE MOST ACCEPTED—  
MOST ADVANCED—GLASS-LINED WATER  
HEATER IN THE INDUSTRY

Through research  ... a better way.

**A.O. Smith**  
CORPORATION

PERMAGLAS DIVISION • KANKAKEE, ILLINOIS

### *... in glass lining*

Sixteen years of success—over 2,500,000 installations—give Permaglas the only *proved* glass-lined tank. Starting before 1921, A. O. Smith coats more steel with glass than any other manufacturer.

### *... in styling*

Permaglas gives you the water heater the world has been waiting for. Exclusive aqua-and-copper styling dresses up your showroom, catches their eyes... AND SELLS! Permaglas is more profitable.

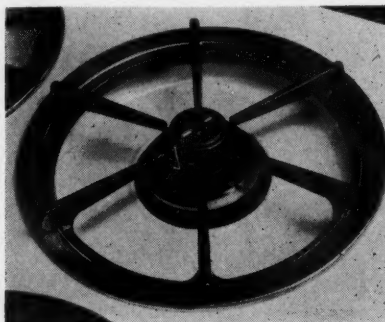
### *... in features*

Only Permaglas gives you patented HEETWALL construction that eliminates temperature build-up, saves heat, gives you a REAL difference to sell. And only Permaglas has EYE-HI temperature control.

# Newest L. P. Gas Range Improvement

## Give Dealers Highly Salable Product

Representative of the new trend in gas range design — toward sound, fundamental yet exciting improvements in cooking performance itself — are the new thermostatically controlled top burners. Shown at right is the Caloric "Thermo-Set" top burner, which has a sensing element in the burner head which controls heat input and prevents burning and scorching. Always in contact with the bottom of the pan, the unit operates from the temperature of the contents of the vessel.



**W**HAT in the world can a housewife do with a modern L. P. gas range?

In the line of cooking, just about anything.

Lest that statement seem somewhat less than sensational, consider a few things that an outmoded range *wouldn't* do.

It wouldn't light without a match—that is, if it was a *really* outmoded type. The oven wouldn't come on or go out by itself. It had no usable top-of-stove work space. No separate center simmer burners. The top burners *wouldn't* shut themselves off. Nor would they automatically adjust to the desired heat.

In terms of performance, then, the housewife was limited in her use of the range. If she wanted to keep a pot of coffee hot through the day, she needed a separate electric coffee maker. For rotisserie cooking, another separate unit was required. Extra units were also needed if she wanted to barbecue, deep-fat fry, or cook on a griddle. If she wanted a meal to cook while she was at the bridge club, she trotted out the plug-in roaster. As time went on, the kitchen was becoming more and more of a storage place for auxiliary cooking devices.

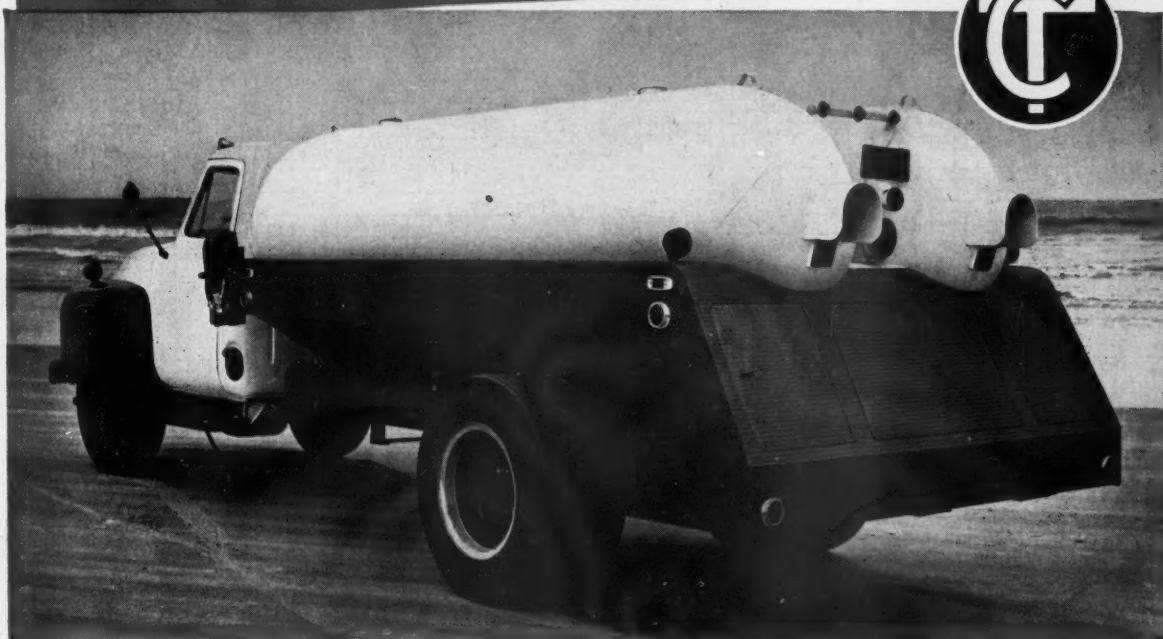
This trend, fostered by the electricity merchants with their wonderful array of counter appliances and other expensive gadgetry, is being met head on by a strong trend toward the "complete" gas range. It would appear obvious that a great deal of hard selling and promotion will be necessary to completely reverse the earlier trend toward decentralization of cooking applications, but the newer gas ranges afford the means to do it. Gadgetry appeal, which none can deny is a factor to be considered, is not overlooked in the newer features of this year's crop of ranges—yet this very appeal is embodied in attachments and instruments that are fundamentally useful. The sound principle that we are here to sell advantages, not sheets of metal and sticks of plastic, is well carried out.

It is dubious that the housewife is completely aware of just how versatile and wonderful the newest gas ranges are. She must be told, and herein lies one of the big challenges, and opportunities, for the LPG appliance salesman. It isn't simply that some of the features are yet too new to have been properly publicized, advertised, and generally made known through word-of-mouth and use-the-user channels. It's more than that;

it's the fact that for years the consumer was served up with "new models" that showed nothing more dramatic than higher (or maybe lower) back panels, redesigned doorhandles, or rearranged top burner clusters. And then, of course, there was always the foot of the line, the stripped models which showed nothing really new, were still match-lit, and were sold in large volume on price alone.

But now, practically overnight, gas range manufacturers have come out with some new and highly saleable features. From built-in units, which some manufacturers were slow to adopt and others still shun, they have moved into the color field to come into step with the newer emphasis on kitchen beauty. Having gradually adapted the pilot for oven and broiler as well as top of the range uses, they have taken some long strides toward overcoming two inherent objections in these features—the excessive heat output and the cost to the consumer of the constant "pilot load." The answer has come through several channels — electric ignition, single-point ignition (which utilizes a single pilot rigged up to ignite several burners through a set of flash tubes), and low-heat pilot. These last named, which are the newest concept of the

**Deliver MORE CUSTOMERS per day  
... with a single or a twin!**



Charlotte's NEW Twin comes in 1300 through 2400 gallons (w.c.). Singles from 1248 through 1800 gallons (w.c.).

**CHARLOTTE *Engineered* TRUCK TANKS**  
**are quality-built for performance...not price!**

Think what it means to you to be able to deliver up to twice . . . three times . . . even as much as four times the gallon capacity of your truck tank daily! That's the TOP PERFORMANCE you get with the NEW Charlotte Tanks. Doesn't take long to realize that the little more you pay in the beginning for quality-built Charlotte Tanks is well worthwhile because you'll actually save money due to more efficient operation.

Not only are your costs of daily deliveries drastically cut because of Charlotte's unique piping and pumping system, but Charlotte Tanks also give you maximum safety, minimum maintenance and longer service. Charlotte Tanks are quality-built to serve you better!

Order your Charlotte Tanks NOW to fit your present truck or a new chassis of your choice.



Write today for full information and prices on  
*Engineered Truck Tanks, D-Hydrated LP Gas Systems,  
ASME Cylinders, Duo-Tested Anhydrous Ammonia Tanks*

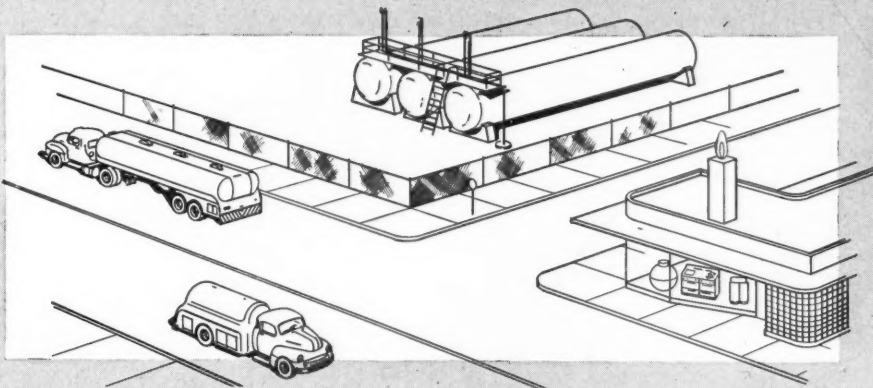
**CHARLOTTE TANK  
CORPORATION**

Phone EDison 2-2188 • P. O. Box 8037  
CHARLOTTE 8, NORTH CAROLINA





# FINANCE YOUR EQUIPMENT REQUIREMENTS



## *Bulk Storage—Tank Trucks—Transports*

LPG Credit Corporation financing plans for the purchase of equipment free your working capital for other current needs. These plans have helped many responsible LP-Gas dealers—they can help you.

### **Our credit plans cover . . .**

- 1. RETAIL INSTALLMENT FINANCING** of sales to gas customers. In one package, LPG Credit Corporation finances the appliances, the lease fee (when container is leased) or the sale price of the complete installation (when sold outright) and the initial sale of gas.
- 2. FLOOR PLAN** for financing inventories of appliances and containers which are purchased by the dealer for resale to customers.
- 3. FINANCING OF CYLINDERS AND TANKS** for dealers leasing systems to retail customers.
- 4. FINANCING OF BULK STORAGE TANKS, TANK TRUCKS AND TRANSPORTS.**

### **Sales Promotion**

As part of its services, LPG Credit Corporation offers a merchandising policy and complete advertising and sales promotion program as effective sales tools, including showroom display material, newspaper ad mats, radio spot announcements and direct mail booklets.

*Inquiry on your company letterhead is invited*



## **LPG CREDIT CORPORATION**

312 EAST 131st STREET • CLEVELAND 8, OHIO

was to be built around the slogan, "Food Won't Burn."

All of the gas-operated thermostatic control burners incorporate a small circular sensing unit, located in the center of the top burner and held against the bottom of the cooking utensil by spring tension. This is controlled by an oven-type heat control dial on the front panel of the range.

In reporting on the new devices, Sales Director Frank Trembly of the PGW declared that "there is no significant 'overshooting' at low temperature settings, and the throttling type action gives a uniform vessel temperature."

"This type of top burner control on gas ranges has four big advantages,"

to 7 minutes at 325° and 1 minute at 300°.

A more crucial test was the pressure cooking of potatoes. Starting with an input of 300°, the pressure was brought up to 15 lbs in two minutes 15 seconds, at which time the setting was cut to 225° for eight minutes. Pressure was easily maintained at this setting, and results were reported to be excellent.

Other tests which followed included the preparation of peanut brittle, french-fried potatoes, griddle cakes, and the particularly delicate upside-down cake. Results in each case were highly acclaimed, and in summation Mr. Trembly said:

"After several months of testing,

ticularly for eggs, pressure cooking, coffee making, steak, or rotisserie cookery.

Rheem Manufacturing Co. is one of those using the popular Robertshaw "Potwatcher." Its Wedgewood line carries this item as one of five special accessories. This device also has a time range up to 60 minutes. Built in as an integral part of the control knob, it may be disengaged when manual control is desired.

Here is another control that has the attractiveness of low price as well as the basic advantage of better and easier cooking.

A unique top-burner control feature is the "Meal Minder," which Mt. Vernon Furnace & Manufacturing Co. has installed on its line of Veranois ranges. This device has two control parts, the burner control and the time control. It may be used in two ways—either to cut the heat input from high to simmer or from medium to "keep warm." To achieve the former result, the burner control is set to "high heat" and the time control is set for the number of minutes the housewife desires the food to cook at that temperature. At the end of that time, the outer flame shuts off, and the inner circle of flame continues to function on simmer until manually turned off.

For applications where medium heat is desired, the burner control is set for medium, the timer fixed at the desired setting, and at the end of the cooking period the outside ring of the burner again shuts off, leaving the inner circle on at the "keep warm" flame level.

The higher setting is intended for use in boiling foods and making cereals. The medium setting is intended for frying and for coffee and soup making.

Mt. Vernon's slogan is that it "makes even ordinary coffee pots fully automatic."

Several ranges have "on" indicator signals and at least one—Hardwick—provides automatic shutoff in case of pilot failure.

Next to top burner thermostat, timing, turndown, shutoff devices, the most significant of recent advances in the top burner section has been in the direction of providing a "cool" range. Systems using a multiplicity of high-heat pilots are rapidly giving way to those where a minimum of low-heat or no-heat ignition devices

COLOR SUPPLEMENT TO 1955 GAS RANGE SPECIAL FEATURES CHART

AVAILABLE COLORS AND FINISHES OF GAS RANGES AND RECESSED RANGE SECTIONS	CALORIC STOVE CORP.	CHAMBERS	DETROIT-MICHIGAN	DORTCH STOVE WORKS	FLORENCE STOVE CO.	GAFFERS & SATTLER	GRAY & DUDLEY CO.	MAGIC CHEF, INC.	MT. VERNON FURNACE	O'KEEFE & MERRITT	PHILLIPS & BUTTORT	PREWAY, INC.	QED. D. ADER CORP.	SAMUEL STAMPAH CO.	TAPPAN STOVE CO.	TEKNESEE STOVE	WEDGWOOD DIV.	WELBILT STOVE CO.	WESTERN HOLLY
PORCELAIN ENAMEL																			
Black	O	OR					O			OR				OR					OT
Blue	O	OR												OR					OT
Brown (wood tone)																	R		OT
Copper tones									OTR										
Gray		OR												OR					OT
Green	O	OR	R	R	R	R	OR	R		OR		O	OR	OR		R	O		OT
Pink																			OT
Red		OR								OR						R			OT
Tan																			OT
White	OR	OR	R	R	R	R	OR	R	OTR	OR	R	OTR	OR	OR	R	R	OR	R	OTR
Yellow	O	OR	R	R	R	R	OR					O	OR	OR		R	O		OT
METALLIC FINISH																			
Antique Brass																			O
Antique Copper			OTR				O			O									
Chrome (bright)	OT																		
Chrome (satini)	OT									O	OT	OT					OT	OT	
Stainless Steel	OT						OT		OT	OT	OT	OT		OT	OT		OT	OT	OT

O - Recessed Oven Section

T - Recessed Top Section

R - Free Standing Ranges

Color supplement to 1955 gas range special features chart shown on page 74.

he said. "First, there are no complicated parts, which means minimum servicing; second, it permits maximum turndown—as low as 350 to 800 Btu per hour; third, it gives best overall performance because of a complete range of cooking temperatures from 160° to 500° without any overshooting; fourth, it adds only about \$20 to the retail price of the range."

The models used were put through their paces in a three-hour cooking demonstration that began with a low-temperature trial. Left-over mashed potatoes were reheated from a cold start at 160° for 70 minutes, emerging light and fluffy, with no evidence of sticking or discoloration. Hollandaise sauce was next prepared at 185° for one minute 20 seconds, came out smooth and creamy. Bacon and eggs were prepared next, with perfect results being obtained at respective time and temperature settings of 5

we have come to the conclusion that this top burner control system will perform as well as or better than any other thermostatic heat control device, regardless of fuel, and with the further advantages of lowest additional cost and a minimum of parts to permit easy servicing."

A moment's reflection will make it clear that these new devices open up a whole new vista in range sales possibilities because they represent a significant advancement in the basic product all dealers sell—better performance—while incorporating the imagination and fascination of gadgetry.

At least eight manufacturers have timed top-burner shutoffs. Utility Appliance Corp. equips its Occidental and Gaffers & Sattler ranges with "TBT"—top burner timer—which controls the hi-broiler and rotisserie as well. With settings of from 1 to 60 minutes, it is recommended par-



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are used. On the majority of ranges, one of these low heat pilots is provided at each burner, but there are several systems that use flash tubes. One manufacturer, Cribben and Sexton, offers a choice of either system.

This improvement ties in with the broiler and oven pilot improvements, which will be mentioned later in this article.

There are a number of other top-of-the-range features of varying significance. Number of top burners available runs from three to eight. Mt. Vernon has the only 3-burner model, an extremely shallow range designed for small apartments, cottages, and trailers. The three burners are mounted in line across the 27½-in. width. Overall, the unit is only 16¾-in. deep. Five-burner ranges are marketed by a number of manufac-

able on models from about one out of four leading manufacturers. Nearly half of them have available warming shelves. Mt. Vernon has a stool cutout for comfortable working at the stove. Chambers and Maytag have deep-well cookers; Chambers alone offers a deep fat fryer. Hinged cooking tops for easy cleaning can be had on models from five manufacturers.

Timed electric outlets are now widely used, practically every manufacturer including one in his line.

Broilers would seem to be getting more attention in recent years, and while there's little startling to report in this department, they are showing some highly useful features. Barbecues and rotisseries are becoming ever more popular. Half the 40 leading manufacturers have barbecue

three others have only this latter feature.

Low-heat pilots were the outgrowth of a concerted campaign to find a range that could be truly termed "cold." Standard pilots consumed 200 to 250 Btu per hour, which, when multiplied by four, for example, was a contributor to kitchen warmth of a magnitude to be reckoned with. It also tended to decrease the advantage of timed oven cooking by preheating foods before the clock control brought the oven burners on as desired.

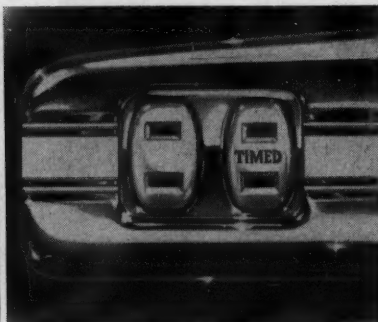
Considerable research and field testing was done with so-called "single point," involving a single pilot with flash tube, and electric ignition. Both were found to have advantages, and are still in use, but the low-heat pilot, giving off as little as 50 Btu per hour, has emerged as the best answer. The heat output is so small as to be hardly discernible; and at the same time, the mechanism used is so simple as to be practically foolproof.

Another recent improvement that is growing in popularity is the oven thermostat with timed shut-off. Wedgewood now makes available an oven timer, the Robertshaw Temp 'n' Time, which is watch-controlled—so is much less expensive than conventional clock control, yet will do almost as many jobs. It won't turn the oven on at a delayed setting, however. Five other range manufacturers also used timed shut-offs.

Then there are "oven-on" and "oven-ready" indicator lights, controls that shut off the burner when the door is opened, removable rack guides, and a number of other convenience items available for more effective use of the oven.

Throughout the range there are such intriguing extras as automatic grease savers, which strain and reclaim drippings from the griddle (Utility Appliance); "cool" control panels, some slanted, others recessed; fluorescent top surface lighting (Dixie, among others); Glenwood's exclusive "Charcolator" oven, a separate meat oven for broiler-roasting or broiling; a special water heating device, used by Glenwood, Florence, Roper, and others, incorporating a coil in the fire box.

Fourteen manufacturers are now building recessed range sections. Ovens in all lines (but one) are equipped with broiler; Chambers has a



Dixie's so-called "Thrifty-Kool" pilot (left) is one of the new low-input pilots that have made their appearance on a majority of range maker's products within the past year or two. Tappan has a "timed" appliance outlet (right) which is clock controlled, along with a conventional outlet that is always "live."

turers: the fifth burner is usually mounted in the center of the top, such as in some Dixie models, where it converts from a griddle by replacement of the cooking surface with a grill. Six-burner models are also quite common.

Separate center simmer burners are now offered by virtually all range manufacturers.

While the most popular burner arrangement continues to be the divided top, a number of other arrangements are available, including center cluster, right or left-hand cluster, six-burner U shape, in-a-line, and staggered.

While there has been a distinct trend toward dressing up the back-splash, there has been relatively little interest in moving the burner valves there. Only two manufacturers currently have models so designed.

Top burner covers are now avail-

oven-broilers, while five of them have come forth with rotisseries.

Consider Caloric's Roto-Ray Barbecue. Driven by a motor in the back of the broiler, the spit turns slowly and smoothly. The spit itself rests in a bracket that is easily attached to the broiler rack. A detachable handle is provided for carrying rotisserie spit to table.

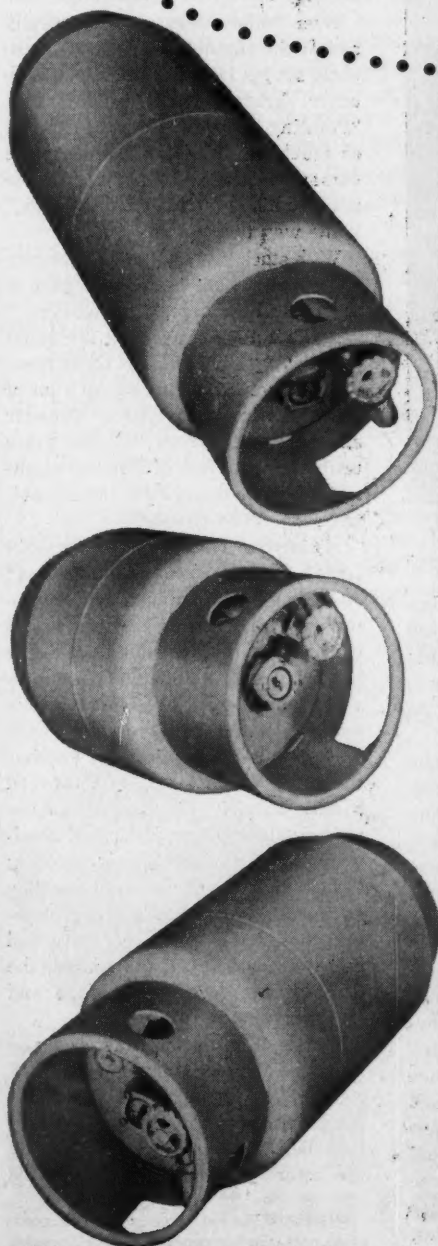
As mentioned previously, the TBT (top burner timer) on the Utility Appliance Corp's line also controls the rotisserie and broiler as well as the top burner. This is an exclusive with Gaffers & Sattler and the Occidental ranges.

Among oven features, the automatic standard pilot is practically universal today. Only six manufacturers fail to incorporate it into their lines. But the really exciting news is that 29 of the 40 now have the low heat pilots in the ovens. Of these, four also have electric oven ignition;

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Three standard sizes of PREST-O-LITE Lift Truck Cylinders—20-, 33½-, and 43½-lb. propane capacity—are available for immediate delivery from stock. All are sprayed with primer and one coat of metallic aluminum enamel, both electrostatically applied and infrared dried. A wide choice of valves, gauges, and fittings is also available from stock for factory-installation.

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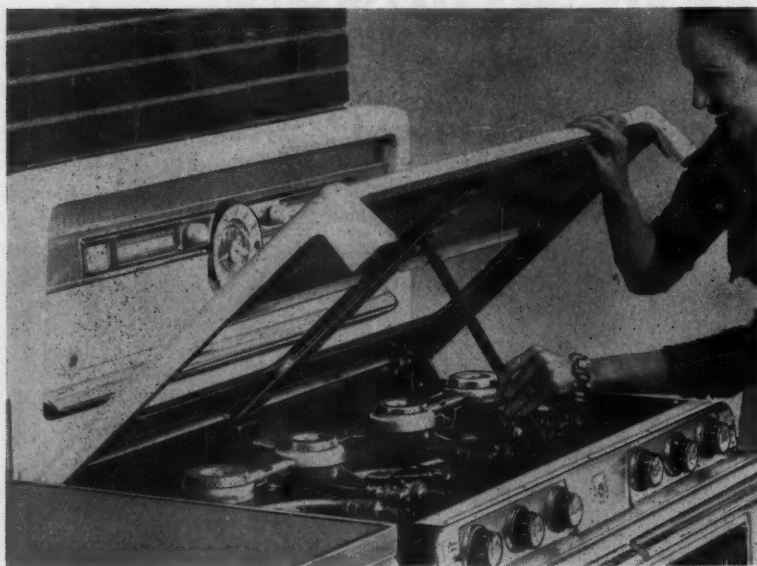


grill built into this section. Cut-out heights for ovens vary from 26 to 41 in.; widths from 20 to 29; depth from 22¼ in. to 25. Top burner units are available in various arrangements in all manufacturers' lines, but only two—Chambers and Preway—have on-a-top burners.

Colors become more brilliant and more varied every year. In porcelain enamel, a housewife can now purchase "free standing" ranges in

what may well be integral parts of our gas ranges next year or in the next five to 10 years.

One area where a great deal of thought and attention is currently being given is in the exterior arrangement and placement of ranges. Even as built-in range units have been growing in popularity, there has grown up alongside this trend another toward "modular" and "stack-on" units. Every action, it



Hinged cooking top is a practical feature for easy cleaning and accessibility for servicing.

Even the builder finds that special structural reinforcement and insulation problems must be met in using built-ins, so his enthusiasm is not completely unalloyed.

One firm called "Designers for Industry, Inc." is now plumping for "stack-on" and modular units—free standing, movable, and flexible. They advocate a kitchen with four unbroken walls: then cabinets, appliances, and all components are in sections. Furthermore, they believe everything should be in 4-in. modules or some similar dimensional standard for easy and flexible assembly.

Even color does not completely satisfy the engineers at DFI. As presently set up, it is difficult to use with other kitchen colors, they say. "Painting his own refrigerator is not as much of a problem to the home owner as matching the color of the paint to his porcelain enamel range," is the way they see it.

With stack-ons and modules, every component could be made a part of an over-all package, they believe.

Manufacturers as well as independent agencies such as those mentioned have been shaking up a lot of traditions in recent years. Broader and shallower ovens that are more usable are one result. Kitchen appliances may be designed to match cabinet sizes more closely.

As anyone who attended the 1954 LPG Convention no doubt knows,\* AGA has taken the lead in developing new performance features in gas ranges. The "hypodermic needle," or low-heat pilot, was one. As was previously mentioned this device is now widely available. Another is the "nickle-sized" top burner, another the muffle-type oven, an improved broiler burner. Some of these are now available, some not. But, as always, what is now taking place in the lab and in field tests will one day, not too far away, show up on production model appliances. As more and more of them take their places, the dealer is going to have more and more advantages to sell. . . .

That is, if he sells performance and not price. None of them is calculated to cut the delivered price of the range. All are intended to make it look better or work better—mainly the latter. ■

\*GAMA's Harold Massey gave a complete and graphic report on developments at that meeting.

black, blue, brown (wood tone), copper, gray, green, red, white, and yellow; in metallic finishes, she will find antique copper. In recessed oven sections, the selection is even wider, including (in porcelain enamel) black, blue, coppertone, gray, green, pink, red, tan, white, and yellow; in metallic, antique bronze, antique copper, bright chrome, satin chrome, and stainless steel.

Recessed top sections come in black, blue, coppertone, green, pink, tan, white, and yellow porcelain enamel; and in antique copper, bright and satin chrome, and stainless steel.

While virtually every one of the latest gas range improvements is incorporated in LPG models, many of them had their inception in continuing research by the American Gas Association and other outside agencies. Thus it is well to look at what some of these agencies are doing and thinking if we are to keep abreast of

seems, must have a reaction; but built-ins have not been an unmixed blessing, and dealers will probably welcome other trends, as well as a little tendency toward reversion to "free standing" models.

Built ins lack flexibility, for one thing. Just how important this may be is a matter of individual situation.

Turnover in kitchen appliances is not particularly fast, anyway, so with stable families, recessed range sections might be just the thing. But with the large groups of families that are frequently on the move, they pose rather obvious problems.

From the dealer's personal viewpoint, too, built-ins are predominantly builders' items. They are a nice tract-home attraction, and as such are welcome to dealers who place their heavy emphasis on the fuel rather than the burner. But those who prefer to make the appliance sale themselves are sometimes shut out on the volume deals.

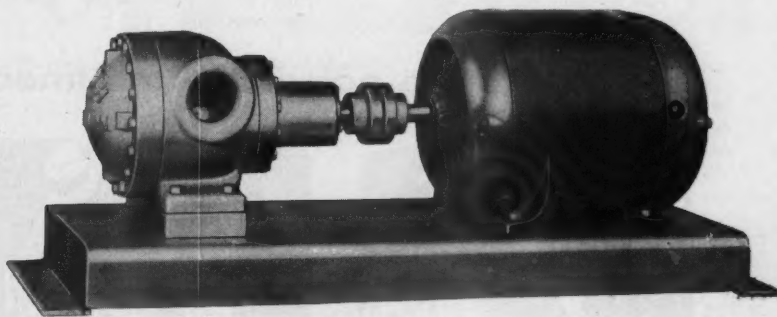
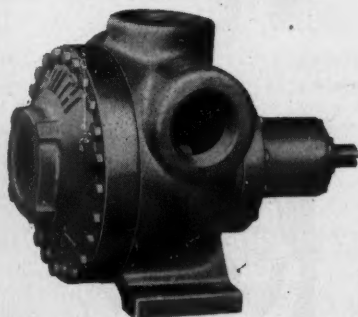
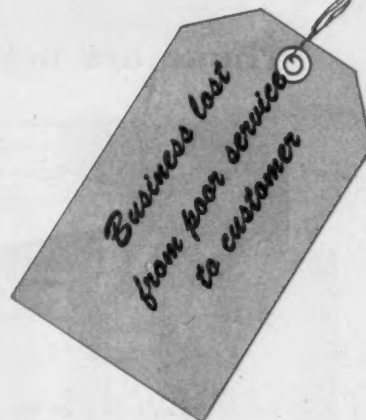
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He features the freedom from interrupted gas service... explains how the Automatic Throwover switches from "service" to "reserve" cylinder automatically, without user attention.



He shows how the optional Service and Reserve Indicator, when mounted outside the kitchen window, shows when operation is on "reserve" cylinder — permits ordering in time to prevent interruption of service.

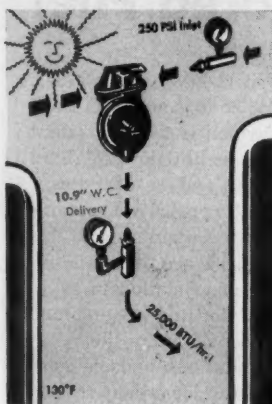


by **REGO**

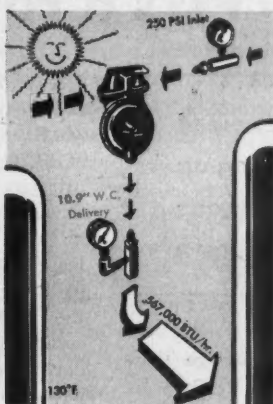


for the most in fully automatic performance... summer or winter...with light or heavy loads...prescribe the CERTIMATIC

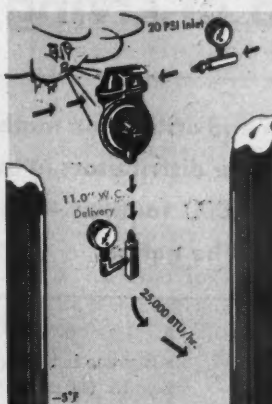
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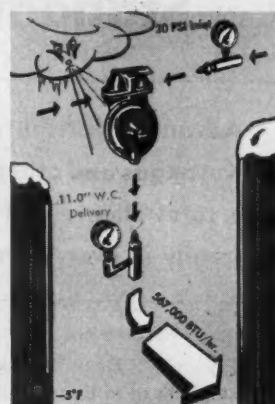
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Kosangas storage tanks and filling plant at Norresundby, Jutland. Capacity, approximately 185,000 U. S. gallons.

## In Denmark, With Europe's Highest Standard of Living, LPG's a Favored Fuel

**Advanced distribution and utilization methods aided Kosangas and other major distributors in building up a total clientele of 400,000 families — nearly one family in every three in the nation.**

THE people of Denmark enjoy the highest standard of living in Europe. Approximately 93% of all of the Danish families cook with gas, while 3½% or 50,000 use electricity. The remaining 50,000 cook with wood, coal, oil, or such local fuels as they are able to procure. Most of Denmark is low, flat and fertile, and it is one of the most intensively developed agricultural countries in the world. With an area only slightly larger than Massachusetts, Connecticut, and Rhode Island combined, it supports 4,200,000 people, about equal to the population of Massachusetts.

Although the mineral and forest resources of the country are quite limited, two-thirds of the population lives in the major cities and towns which are quite highly industrialized.

City gas is available through pipelines to 900,000 of the nation's 1,400,000 families while 400,000 additional families living beyond the mains enjoy the convenience of gas cooking through bottle gas delivered from local dealers who in turn get their supplies from several large and thriving L. P. gas distributors. The largest of these is Kosangas, which currently supplies approximately 45% of the market.

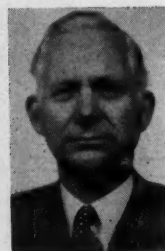
Kosangas operates six large storage and bottling plants and supplies fuel and LPG systems to some 600 local depots. Each of these depots operates a cylinder delivery truck and serves a compact area. In spite of the fact that all L. P. gas in Denmark is now being imported from other countries, the price to the retail customer is surprisingly low.

A refill of an 11-kilogram cylinder, about equal to 25 lb, costs 11.75 Danish Kroner, which is the equivalent of \$1.70. This is the lowest retail price in Europe and is even lower than the prevailing price in Denmark in 1939. Factors contributing to this low delivered price are the availability of ocean transportation to all of the Kosangas bottling plants, and complete mechanization of the cylinder filling installations, and the compact nature of the local dealers' territories which makes efficient and economical delivery possible.

Not only was Kosangas the pioneer in the L. P. gas business of Denmark, but the company was already established selling compressed coal gas for



**Knud Tholstrup**



**L. Tholstrup**

Joint managing directors of A/S Kosangas, Copenhagen, Denmark.



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Cylinder filling plant at Norresundby. Note the conveyor systems and the ten automatic scales. In 1954 this plant filled 406,000 cylinders, using more than 2,000,000 gal. of LPG.



Cylinder sizes used in Denmark — left to right, 33- and 17-kilos, for exterior installation; 11- and 5-kilos, installed indoors; 2-kilos, the "picnic special".

households in the neighborhood of the small town of Nykobing before L. P. gas was introduced into Denmark.

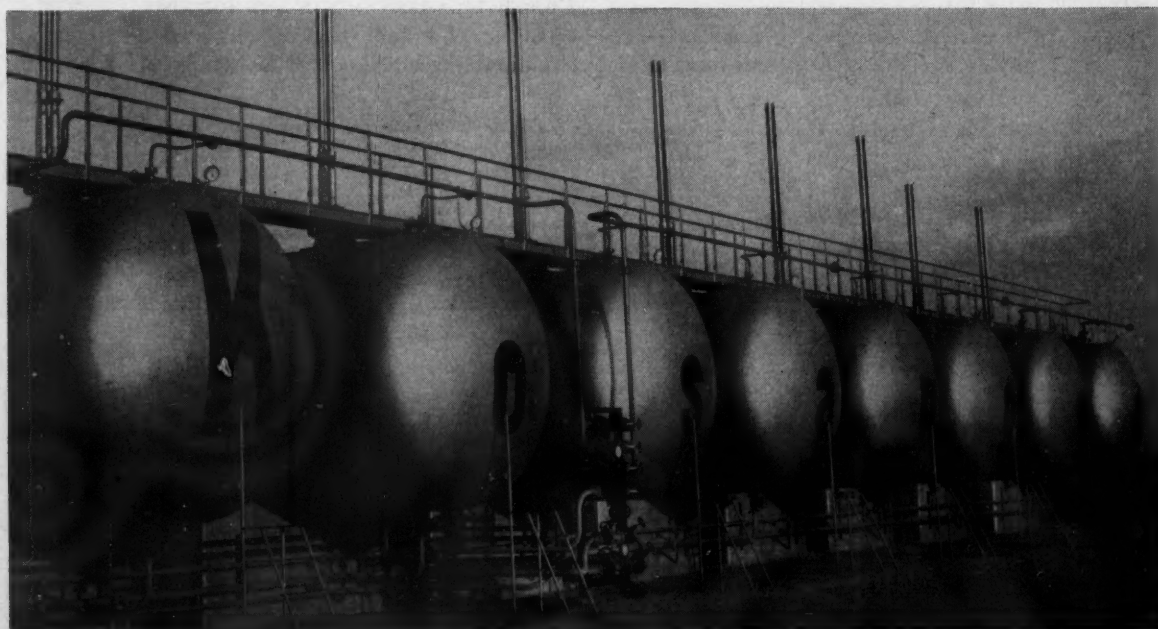
In 1931, Kosangas imported the first tank truck load of butane-propane from a refinery in Poland. The greater convenience and adaptability of L. P. gas was readily demonstrated, and from this small start the company spread throughout Denmark. Additional storage and filling plants were built in Koge near Copenhagen and in Aarhus on the island of Jutland.

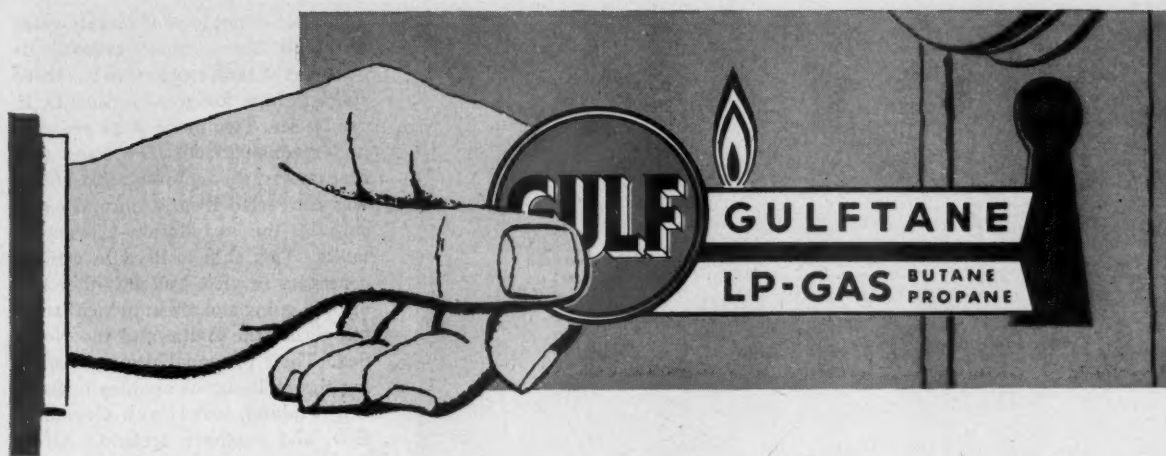
In 1941 while World War II was at its height, the founder of Kosangas passed away and ownership passed to the four Tholstrup brothers, who have since carried on and developed the business. Denmark was then occupied by the Germans, who looked upon it as a future market for German L. P. gas. Through the German propane syndicate, supplies were shipped in until 1943. During that year the allied air force destroyed the Luena-Werke and put out of action nearly all the German refineries. The Tholstrup brothers had foreseen this

contingency and had endeavored to build up sufficient storage capacity to enable the company to carry on for a long period. By strict rationing of the large amount of gas in storage, supplies were still available when the war ended.

After the war, gas was almost immediately available from Holland and Sweden, and Kosangas was all set for a period of expansion. This was hampered by a shortage of steel plates from which cylinders could be fabricated and further obstructed by the development of competition.

The business end of the eight storage tanks at the Koge plant of Kosangas. Note the details of the piping — welded and flanged construction throughout; ample offsets to take up expansion; central valving with color coding of pipes; gauges and thermometer on each tank accessible from one point. And the yard is clean.





# This key can open the door to greater LP-Gas sales...

**Here are three good reasons why it will pay you to buy Gulftane LP-Gas:**

**1** High quality—Gulftane is produced in plants of the latest design under accurately controlled conditions to specifications that meet the highest standards adopted by the LP-gas industry. It is free of moisture, gum, tar, dust, dirt, and sulphur. Or, to put it another way, Gulftane is the same high quality as Super-Refined No-Nox Gasoline and the other well-known products that carry the familiar Orange Disc trade mark.

**2** Dependable supply — many natural gasoline plants and refineries, plus adequate storage, assure reliable, continuous supply.

**3** Prompt delivery service—modern Gulftane producing plants strategically located throughout Gulf's wide-spread marketing terri-

tory, along with a fleet of new tank cars, assure prompt, efficient delivery service.

Also ready to serve you is Gulf's experienced engineering and marketing personnel. Get all the facts concerning Gulftane service—contact your local Gulf District Office or your nearest Gulf Division Sales Office (see addresses below).

**131 Ponce De Leon Avenue  
Atlanta, Ga.**

**31 St. James Avenue  
Boston 17, Mass.**

**Gulf Building  
Houston 2, Texas**

**127 Elk Place  
New Orleans 13, La.**

**17 Battery Place  
New York 4, N. Y.**

**1515 Locust Street  
Philadelphia 2, Pa.**

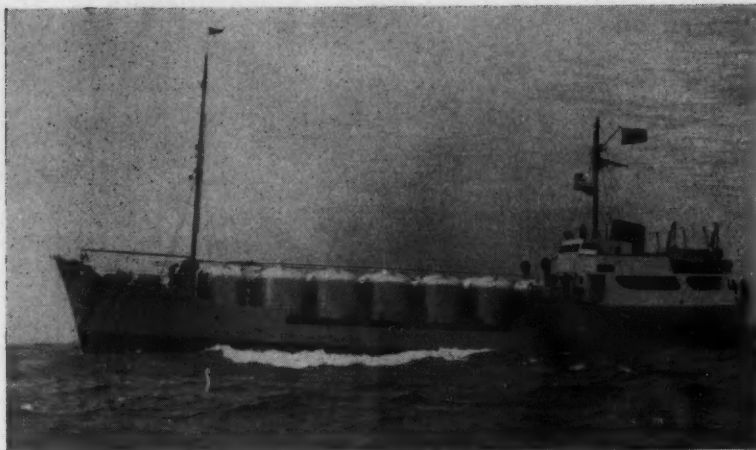
**National Bank Building  
Toledo 1, Ohio**

**P. O. Box 1679  
Denver 1, Colo.  
(Zone Office)**

**230 No. Michigan Ave.  
Chicago 1, Ill.  
(Zone Office)**

**GULF OIL CORPORATION  
GULF REFINING COMPANY  
1822 Gulf Building, Pittsburgh 30, Pa.**





The seagoing motorship, Rasmus Tholstrup, equipped with 12 tanks with total loading capacity of 300 tons of LPG.

With the return of peacetime economy, these problems were gradually worked out and Kosangas progressed to the point where it was found desirable to establish three more filling plants in Denmark.

The domestic use of bottled gas in Denmark is confined principally to cooking. The standard cylinder sizes are 33, 17, 11, and 5 kilos, which are used in domestic service. These hold approximately 75, 37½, 25, and 11 lb. The two larger sizes must be installed outside the house but most of the two small-size cylinders are set up right in the kitchens. The Danish people are very fond of family picnics and for their convenience Kosangas also supplies a two-kilo cylinder and light-weight portable hot plates.

The Kosangas plants are quantity production operations. Storage at the Norresundby filling plant in the north of Jutland includes 10 tanks, with the total capacity of nearly 200,000 gal. This is approximately two weeks' supply for the dealers dependent on this plant. To handle this volume of cylinder filling 10 automatic scales are in service and the plant is thoroughly equipped with roller conveyor systems. The cylinders are transported to and from dealers' places of business by means of a large fleet of semi-trailer trucks.

One of the special features of the Kosangas fuel system is the valve and regulator. This is very similar to the German "Rackow" system, but is built under license by Danish manufacturers. The Tholstrups believe that this is the most effective and convenient LPG system in exist-

ence and they have used it with periodic improvements since they first entered the butane-propane business. No tools are required to change the connection from an empty cylinder to a full one. As soon as the connection is in place and locked down, a slight mechanical click is audible and the system is again ready to use. If the regulator is not in its correct position there is no click and no gas can come out of the cylinder. By the use of this system a loss of gas during cylinder changes is held at such a low level that the public regulatory authorities are willing to permit the use of the small cylinders indoors. These Kosangas systems are now very widely used in Sweden, northern Germany, Ireland, Finland, and Brazil.

In order to insure the satisfaction of Kosangas for all of the company's retail customers and to eliminate all possible accidents, the company keeps 30 servicemen in the field. Each of these men is equipped with a small panel truck in which he carries a supply of the necessary replacement units and the service tools which he needs for the inspection and overhaul of the Kosangas fuel system units. Every Kosangas installation is inspected and serviced at least once a year without any cost to the consumers or the dealers except for the new parts as they become necessary. The effect of these inspections has been that Kosangas consumers practically never have accidents.

All six of the Kosangas plants are located on tide water so that they may receive shipments of gas either by special tank ship or by tank truck

on refineries not located on salt water terminals. The company operates its own fleet of tank trucks and has three special ships for transporting L. P. gas by sea. Two more ships are now under construction. The company's first tanker, the motorship Kosangas, was converted from a normal cargo ship by the installation of vertical tanks. This ship is used in strictly coastwise service, but the other two are sea-going and are at present trading across the Baltic and the North Sea. Their principal use is in serving the affiliated companies in Sweden, Finland, northern Germany, Erie, and northern Ireland. All of these firms use the Kosangas equipment and operate under the same general plan as the parent company.

The total importation of L. P. gas into Denmark for 1955 is estimated at 60,000 tons. The principal suppliers are Sweden, Germany, Holland, and France, but smaller quantities come in from Czechoslovakia and Poland.

Late this year the new Maersk refinery in Copenhagen will be in operation and will supply the Danish market with approximately 15,000 tons per year.

About 95% of the LPG used in Denmark is at present consumed for domestic purposes, principally for cooking. The number of domestic customers is now close to the saturation point and additional volume depends almost entirely on the sale of additional domestic consuming units. Utility gas has up until recently been coal gas, but the price of coal has been rising and the price of the by-product coke has been declining. The utility companies are thus caught in a squeeze and are now beginning to convert to LPG-air systems. The first of the plants to be changed over was completed in June of this year.

With the exception of the indoor cylinders, the Danish LPG operations are closely patterned after American practices. English is the favorite second language in the Danish public school system and nearly all of the better educated people in Denmark read and speak English as well as their own language. The heads of the L. P. gas companies keep up to date on the American literature pertaining to their industry, including the NFPA standards. They also read BUTANE-PROPANE News with great interest and find much of the information helpful in their own operation. ■



Bring her *your way*

with **PREWAY** LP-Gas Appliances



## A PREWAY Bilt-In Range means a built-in gas customer for you

The built-in oven and cooking top idea is sweeping the country — in new construction and for remodeled kitchens. It means less work and greater convenience for the housewife — and for you, with PREWAY, it means the sales opportunity of a lifetime . . . for you can sell the world's most beautiful Bilt-In to the housewife at less cost than a comparable gas range — way underprice any free-standing electric range or electric built-in.

Cash-in on the profit side of this situation and build for a positive future. PREWAY Wall-chef and Countertop units — with all the automatic features women want — are available in an array of finishes to meet any kitchen planner's color scheme. Make yourself known as the Modern-Kitchen-Man. Send mailing pieces to prospects. Call on architects, builders, contractors in your area. Identify yourself with PREWAY's national full-color advertising in the SHOW-HOUSE Section of the POST, LIVING, BRIDE-TO-BE. Try this, and you'll discover dynamic new sales power.

Now, now is the hour to phone, wire or write to become a PREWAY dealer . . . for there is a feature role waiting for YOU.



Patents Pending

Beautiful to look at, easy on the budget, economical to use—PREWAY LP-Gas heaters offer you a lot for mighty little. They have the smallest of all cabinets, but the highest BTU input. They provide many automatic features, plus a lifetime burner guarantee and a 20-year warranty on the heater unit. They feature a "wrap-it-up, I'll-take-it price tag." What more reason do you want for being a PREWAY dealer? Phone, wire or write today for the profitable PREWAY proposition.

**PREWAY Inc.**

6115 Third Street, North  
Wisconsin Rapids, Wisconsin



# GAS-FIRED UNIT HEATERS

by **Modine**

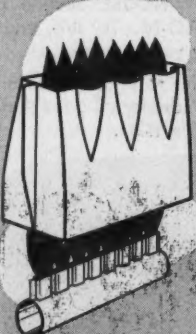
give you ALL these advantages



● No other manufacturer offers you rust- and corrosion-resistant stainless steel burners as standard equipment . . . plus a choice of aluminized or stainless steel heat exchangers. And there are many other features for reduction of overall costs. In many instances, for example, the savings a Modine Unit Heater allows in installation costs alone offset any difference in price.

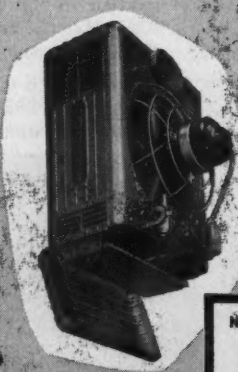
WEIGHT COMPARISON		
Brand	Capacity (Btu/hr. input)	Approx. Net Weight
Modine (aluminized steel)	105,000	105
Modine (stainless steel)	105,000	95
Brand "A"	100,000	170
Brand "B"	102,000	196
Brand "C"	90,000	175
Brand "D"	100,000	165
Brand "E"	100,000	210
Brand "F"	100,000	210
Brand "G"	105,000	170

**Lower shipping, installation costs**  
Light weight, without sacrifice of strength or efficiency, makes Modine Unit Heaters easier to handle, faster to install. Also cuts need for expensive support structures.



**Faster, more uniform heating**  
Continuous flame from front to rear of individually fired exchangers, increases radiant heat absorption, uniformly distributes heat through tube.

**No port clogging, cleaner burning**  
Self-cleaning Modine burner ports have four times the free area of conventional drilled ports. Knife-sharp edges prevent lodging of scale.



**Easy access for inspection or service**  
Hinged casing swings down, reveals burners, manifold and pilot light. Complete burner assembly may be removed as a unit.

## NEW 12-PAGE BULLETIN 655

gives you complete selection and application data. Call the Modine representative listed in your classified phone book. Or write Modine Mfg. Co., 1577 DeKoven Ave., Racine, Wisconsin.



GU-1269

**Modine**  
UNIT HEATERS

## CALENDAR

Coming events  
in the Industry

### NOVEMBER

**Nov. 7-8**—Minnesota Petroleum Gas Association Convention — Nicollet Hotel, Minneapolis.

**Nov. 10-11**—Illinois LPGA, convention, St. Nicholas hotel, Springfield.

**Nov. 14-15**—North Dakota L. P. Gas Association convention — Great Northern Hotel, Devils Lake, N. D.

### DECEMBER

**Dec. 7**—Wisconsin LP Gas Association Convention—East Side Business Men's Association Club House, Madison.

### 1956

**January 4**—New York LPGA annual convention, DeWitt Clinton hotel, Albany.

**Jan. 15-16**—Arkansas LP Gas Association Annual Mid-Year Meeting —Hotel LaFayette, Little Rock.

**January 19-26**—National Housewares & Home Appliance Manufacturers Exhibits, Navy Pier, Chicago.

**Jan. 30-31**—Michigan Liquefied Petroleum Gas Association Convention—Hotel Statler, Detroit.

**February 28-29-March 1**—LPGA District convention and Trade show, Sheraton-Park hotel, Washington, D. C.

**March 26-28**—Southeastern District LPGA convention and trade show, Atlanta-Baltimore hotel, Atlanta.

**April 5**—GAMA 7th Annual Atomic Gas Range conference, Hotel Pierre, New York City.

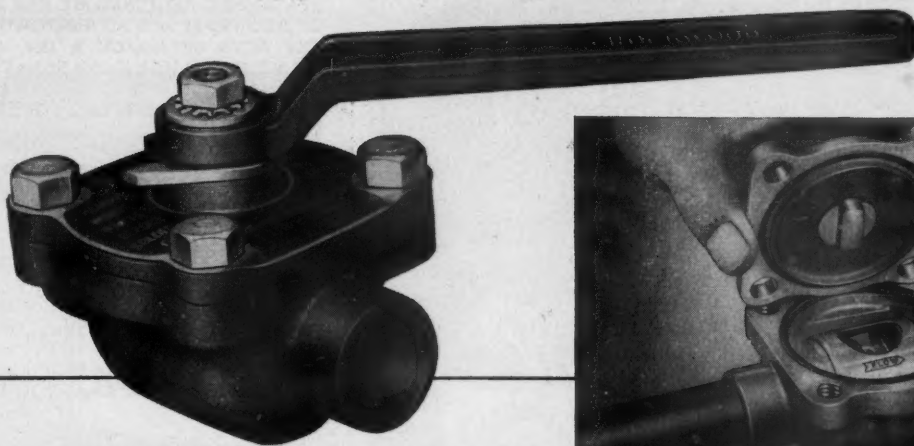
**April 23-25**—Association of Nebraska LPG Dealers, annual state convention, Fontenelle hotel, Omaha.

**May 6-9**—LPGA 25th annual convention and trade show, Conrad Hilton hotel, Chicago.

**June 10-12**—Arkansas LP Gas Association Annual Convention — Arlington Hotel, Hot Springs, Ark.

All associations are invited to send in dates of their forthcoming meetings for this calendar.

BUTANE-PROPANE News



**FAST, LOW-COST CHANGE IN DIRECTION OF FLOW.** Removal of the body cap permits reversing the cage assembly to allow change in direction of flow. In addition, this feature lets you change seat material, and clean the valves thoroughly and quickly — *without removing the valve from the line!*



**INTERCHANGEABILITY** of seat material to meet your operating requirements is another feature of the Rockwood Top Entry Ball Valve. Seat can be furnished in Buna-N, Neoprene, Kel-F, Teflon, and Nylon.



**EASY INSTALLATION AND OPERATION** is permitted because of the new handle design. This new design allows the handle to be placed in any of *eight positions!*

## Now!... New Rockwood Top Entry Ball Valve

... A new concept in valves that saves you money and time!

Made of bronze the new Rockwood Top Entry Ball Valve is ideal for handling oxygen and hazardous liquids as well as water, oil and gas. It carries 300

lbs. per square inch on water, oil and gas and 400 lbs. per square inch on LP gas and is available both with sweat ends and screw ends, in sizes  $\frac{1}{2}$ ",  $\frac{3}{4}$ " and 1". Write for complete data on this unique full round pipe size flow.

## ROCKWOOD BALL VALVES



*Distributors in all Principal Industrial Areas*



**ROCKWOOD SPRINKLER COMPANY**  
706 Harlow Street  
Worcester 5, Mass.

Please send me complete information on Rockwood Top Entry Ball Valves.

Name.....  
Title.....  
Company.....  
City.....  
Zone....State.....



electric  
sparks

*How  
to keep these two from  
getting  
together*

explosive  
vapors



EXPLOSION-PROOF  
SWITCHES

EXPLOSION-PROOF  
LIGHTING FIXTURES



EXPLOSION-PROOF  
PLUGS & RECEPTACLES

EXPLOSION-PROOF  
CONTROL STATIONS



EXPLOSION-PROOF  
MOTOR CONTROLS

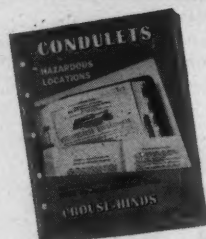


**L-P Gas storage tanks, pump rooms and filling areas** are among the many industrial locations which the National Electrical Code has classified as hazardous areas. Explosion-proof electrical equipment is a "must" for these locations.

A Crouse-Hinds Field Engineer will be glad to look over your present plant — or your plans for a new one — to see whether your electrical apparatus and wiring conform to Code requirements. This Crouse-Hinds service costs you nothing and imposes no obligation.

**FREE!** Crouse-Hinds has prepared an 82-page booklet containing Articles 500 and 510 of the latest revised Code . . . explosive characteristics of various vapors and gases (including propane and butane) . . . pictures of installations of Crouse-Hinds explosion-proof equipment which meets Code requirements. *Mail coupon for your free copy.*

**CROUSE-HINDS COMPANY**



Crouse-Hinds Company  
Dept. BPN, Syracuse 1, N. Y.  
Please send free booklet on electrical equipment for hazardous locations (Bull. 2655).

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

BUTANE-PROPANE News, published monthly at Los Angeles, California, for October 1, 1955.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Jay E. Jenkins, 198 So. Alvarado St., Los Angeles 57, California; Editor, Carl Abell, 198 So. Alvarado St., Los Angeles 57, California; Editorial Director, William W. Clark, 198 So. Alvarado St., Los Angeles 57, California.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

Jenkins Publications, Inc., 198 So. Alvarado St., Los Angeles 57, California, Jay E. Jenkins, Estate of Ida M. Jenkins, Helene M. Jenkins, Eloise M. Jenkins, 198 So. Alvarado St., Los Angeles 57, California.

3. The known bondholders, mortgagees and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

JAY E. JENKINS,  
Publisher.

Sworn to and subscribed before me this 29th day of September, 1955.

(Seal) C. E. BUCHANAN,  
Notary Public.

In and for Los Angeles County, State of California.

(My commission expires July 1, 1957.)

BUTANE-PROPANE News



## Anything Less is an Old-Fashioned Truck!

If you don't get all the modern advantages new Chevrolet trucks offer, you stand to lose money on the job today and at trade-in time tomorrow!

Look at it this way. The more modern the truck, the more quickly and efficiently it does the job. And if it's loaded with ultra-modern features, you're bound to be farther ahead at trade-in time. Now look at the way Chevrolet fills the bill. Even so-called new trucks are old fashioned without all these Task-Force advantages!

**Shortest stroke V8's\*** of any leading truck—the most modern truck engines money can buy! Their compact, short-stroke design means longer life because of less friction and wear. Chevrolet's extra-rugged

and dependable high-compression Sixes are ultra economical to keep humming. They squeeze more power out of a tankful of gas!

**The latest in cab comfort and safety**—new High-Level ventilation, panoramic windshield, concealed Safety Steps—features that boost driver efficiency!

**Most modern chassis features**—new suspension, more rigid frames, tubeless tires standard on ½-ton models!

**Work Styling**—Here's light- and medium-duty styling that's matched to the job; modern styling that calls attention to your business! Your Chevrolet dealer has complete details. See him soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

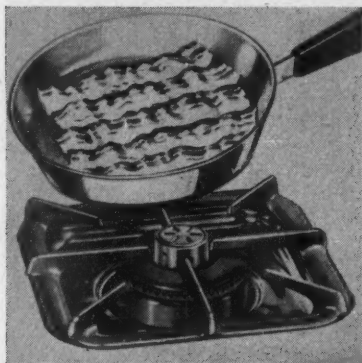
\*V8 standard in L.C.F. models, an extra-cost option in all others except Forward-Control models.

# NEW CHEVROLET *Task-Force* TRUCKS

## New Products and Trade Literature

To secure further information on products or new publications, fill out the coupon and mail, indicating by number the information desired.

### 1. Automatic Temperature Control



Geo. D. Roper Corp. has announced its fully automatic top burner temperature control, the Roper Tem-Trol, making possible a degree of "personalized cooking" to please the most discriminating. Providing a wider range of cooking temperatures, the new burner automatically maintains a lower cooking temperature than any previous burner has been able to reach and hold. Keep-warm temperatures as low as 150° are provided.

In operation, the new temperature control reaches the desired cooking temperature rapidly, and holds that temperature until foods are perfectly cooked. In addition, it prevents overcooking and burning. Tem-Trol will also keep all foods warm. Mashed potatoes, for instance, can be kept at serving temperature as long as desired.

Roper's Tem-Trol burner is thermostatically controlled and will hold set temperatures within 2° — up or down. It incorporates a stainless steel sensing unit that is held against the bottom of the cooking utensil by spring tension. This is coupled with an oven-type heat control.

No longer is it necessary to buy special utensil for controlled heat cooking. Any shape or size utensil can be used with Tem-Trol for fully automatic top-burner cooking. No special materials are required—cast-iron, aluminum, porcelain enamel, and flame-proof glass utensils work equally well, as do utensils with round or square bottoms.

Geo. D. Roper Corp.

To help you train employees to look for weed burning potentials that exist in a dealer's area, Manchester has produced a 35-mm film strip and narration, "Potentials in L. P. Gas Weed Burning." The film is available for dealer use.

Manchester Welding & Fabricating Co.

### 3. Vented Wall Heater



Heating Equipment Manufacturing Co. is in production on a new line of gas-fired, vented, recessed wall heaters in sizes to adequately heat bathrooms, halls, single rooms, two adjoining rooms or the entire house. Eleven sizes are available, ranging from 17,000 Btu to 60,000 Btu.

Either manual or automatic thermostat controls are available on this Narrow Wall Series

1400. The manually operated heaters are equipped with Baso 100% pilot control.

Casings are finished in hard, smooth Hammertone baked enamel in suntan color. Units carry AGA approval for natural, manufactured and L. P. gases.

Heating Equipment Manufacturing Co.

### 4. Gas Control Valve

A new "Adjusto-Flo" gas control valve for the control of gas burners has been introduced by Sullivan Valve and Engineering Co. The new valve, of great flexibility, features unobstructed gas flow for increased capacity.

A full-circle valve closure gate swings completely out of the way to allow an unobstructed flow of gas up to the full valve capacity. This actually makes its capacity far greater than the valve size rating. Due to its larger capacity, it reduces the pipe size and valve size required, thus greatly reducing installation costs. The gas flow can be easily adjusted

### 2. LPG Hand Burners



Manchester's new Super "8" L. P. gas hand burner will help balance summer load by increasing the off-season use of L. P. gas. The Super 8 is extremely light in weight (5¼ lb), with the lightest part at the end of the burner. The Super 8 is 8 ft long, thus keeping the heat of the flame away from the operator. Even in extremely hot weather, this LPG burner can be used for weed control.

The 8-ft length also permits the operator to reach over fences and across most irrigation ditches.

The burner has an original Manchester trigger valve, which allows use of the flame only when it is needed. The Power Jet head is at an angle to the body of the burner; with just a twist of the wrist, the wider, longer angle-flame will give coverage of an entire ditch. Furthermore, the jet action of the flame decreases the amount of weight for the operator to control. The Manchester Super 8 has a heat-resistant, wind-proof pilot which is very easy to light. It also has a 250-gal. L. P. gas tank built to 250-lb API or 200 U-69 code.

The tank supplies ample fuel for the burner and can be used to fill tractor and truck tanks in the field (it has a separate liquid outlet for this purpose). The burner has a 6-ft, 270° swing boom, for maximum safety, is located on top of the tank, keeping the L. P. gas hose off the ground and away from wheels.



for any required flow up to the full capacity of the valve.

The damper arm is completely adjustable for a full circle swing . . . you move the arm, not the valve. In addition, valve opening speeds are adjustable up to 60 seconds while closing time is fixed to insure fast shut-off.

*Sullivan Valve and Engineering Co.*

## 5. Rotary Pump

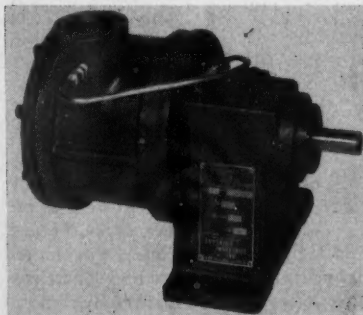
A precision rotary pump unit, which is specially designed to load and unload LPG, NH<sub>3</sub>, and other volatile liquids, faster and more economically against higher differential pressures, at lower pump and engine speeds, has been introduced by Superior Industries Inc.

The pump has a two-lobed cam, with double pumping cycle for each revolution. Within the rotor are 14 hydrostatically balanced, pressure-activated, self-adjusting and self-lubricating carbon vanes that utilize the pressure from the discharge side of the pump, introduced behind the vanes, to hold them firmly against the cams—providing positive pumping action. As the differential pressure increases, the "Superior" pump actually becomes more efficient, according to the manufacturer.

It is said that the Superior pump, when properly installed, will load or unload a 10,000-gal. tank car in approximately 2½ hours, without need for a compressor until after all the liquid has been removed.

In the loading of customers' tanks, no vapor-return line is necessary. Reduced pumping time increases the number of service calls that can be made by a truck in a day.

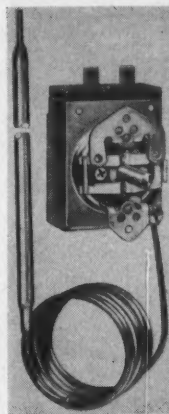
The design of the pump is such that there is no metal-to-metal contact. If and when wear occurs in the pumping chamber, it is not necessary to discard the pump—only the carbon vanes need be replaced. This can be done without taking the pump from the truck or from its base. Removing the pump cover plate gives easy access to the carbon vanes. Thus, the need and expense of spare pumps are done away with.



Hydrostatically tested to 1200 psi. Pipe openings 2 in.; case can be set to any position; rotation CW and CCW. Base fits average truck mounting without any change in piping. Available sizes are: 60 gpm and 100 gpm for delivery trucks and bulk plants.

*Superior Industries Inc.*

## 6. Electric Thermostat



An electric thermostat of small, compact design has been developed by Robertshaw-Fulton Controls Co. for use in clothes dryers, electric room heaters, unit air conditioners and other household and commercial appliances.

The new "EA" thermostat is also used for such commercial equipment as

steam and dry heat tables, glue pots, sterilizers, poultry brooders, egg washers, counter griddles, alarm systems and wrapping machines.

It is available in either direct acting or reverse acting types—breaking or making contact on temperature rise—and carries Underwriters Laboratories approval.

Small size of the EA—less than 3 in. in the longest dimension—is one feature said to make the EA widely applicable as a compact, low cost temperature control. Another is use of the same snap acting mechanism, incorporating the same thermal unit employed in other Robertshaw electric thermostats.

*Robertshaw Thermostat Division*

## 7. Gas Unit Heaters

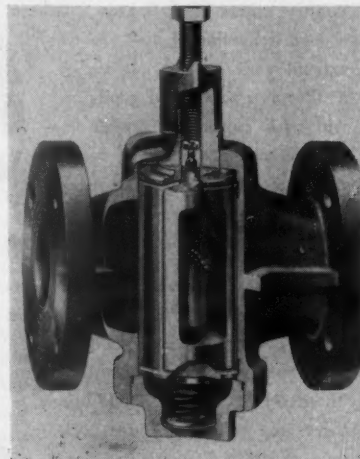
Temco Inc., has made the addition of gas unit heaters to its line of heating equipment.

The new line of gas unit heaters includes six different models ranging in size from 50,000 Btu input to 225,000 Btu input, providing wide versatility on unit heating jobs. The units feature heat exchangers finished in Temco's Ceramic-Clad—a high-temperature porcelain enamel finish that will neither rust nor burn out and which the American Gas Association approves at 295° above either cast iron or steel heat exchangers.

The Temco gas unit heaters are compact units with two of the models only 23 in. high.

*Temco Inc.*

## 8. Lubricating Plug Valve



Homestead Valve Manufacturing Co. has a new lubricating plug valve for 200-lb oil-water-gas, or 150-lb steam working pressure, that affords positive high pressure distribution of lubricant over the entire sealing surface; a self-freeing plug to prevent



## READERS' SERVICE COUPON

Just fill in this coupon for Products information and copies of new publications, and mail to

BUTANE-PROPANE NEWS, 198 S. Alvarado St., Los Angeles 57, Calif.

11/55 Fill in numbers of items in which you are interested.

No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_  
No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_

NAME AND TITLE.....

FIRM'S NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....

# EXPAND

## your gas market...

*With Buckeye*

# GAS BROODERS

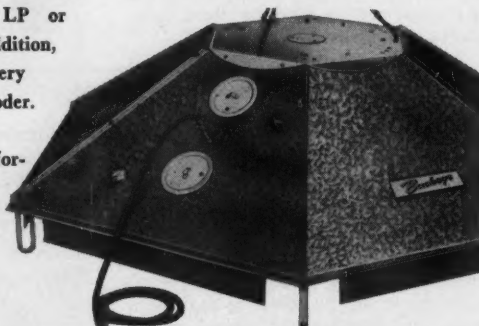
A simple check of the number of poultry raisers in your area will be a good indication of how you can expand your gas market and at the same time build goodwill with customers. Broiler growers use gas brooders for raising baby chicks to the market stage. Egg producers use gas brooders for raising flock replacement birds.

In either case Buckeye Gas Brooders, well-known throughout the poultry industry, will give you a good chance to expand your present LP or "Bottled Gas" market. In addition, there is a profit for you every time you sell a Buckeye Brooder.

Write today for complete information. Other gas dealers have profited by handling the Buckeye line and we're sure you can too.



3-72P SUN-TEMP RADIANT GAS BROODER with 72" canopy for healthier chicks, cleaner heat with less work.



4-96P NEW SENIOR GAS BROODER with 96" canopy, simple assembly and operation features.



Our New Brooder Catalog No. 55-A is now available. Send for your free copy today. No obligation, of course.

sticking; and the ease of operation of a cylindrical plug valve.

Other features include: closely fitted plug and body which prevent seepage of lubricant into line fluids; triple stem seal; double ball and lubricant sealed check valve system; tell-tale lubricant release which shows when lubricant system is full; and teflon floated plug for extra ease of operation and extremely low maintenance. The new valve is available in straight-way, 3-way, 4-way and multiple port types with either 100% pipe area or venturi (restricted flow); and cast in a variety of metals and alloys including semi-steel, steel, brass, aluminum, and ni-resist.

Homestead Valve Manufacturing Co.

### 9. Mobile Radio

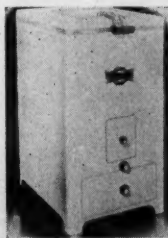


"New look and improved sound" in mobile radio equipment has been announced by Motorola under the name of Twin-V. A complete new line of mobile two-way radio units spotlighting the importance of universal operation from either 6- or 12-volt battery. The unit incorporates major innovations improving receiver sensitivity, noise suppression and voice frequency reproduction.

Improved fringe area reception and consequently greater range are obtained through the use of new circuits and new tube types to provide increased receiver sensitivity.

Motorola Communications & Electronics Division

### 10. Automatic Incinerators



Given Manufacturing Co. is engaged in full scale production of the Waste King automatic gas incinerator.

Company reports state the new incinerator disposes of all burnable refuse and rubbish by a specially developed dehydration process, which principle eliminates smoke and noxious odors

THE

*Buckeye*

INCUBATOR COMPANY

Springfield, Ohio

WESTERN OFFICE AND WAREHOUSE: FRESNO, CALIFORNIA

STANDARD OF PERFECTION IN THE POULTRY INDUSTRY

Now...the 1955

# ~~OLD STOVE~~ ~~ROUND-UP!~~

to push your  
Gas Range Sales

UP

UP

UP



**TELL THE DIFFERENCE  
SELL THE DIFFERENCE**  
in today's Automatic Gas Ranges  
over old gas ranges now in use.

Gas Range sales showed a healthy 13.3% increase for the first seven months of '55. And now comes the American Gas Association national "Old Stove Round-Up" to keep these figures going up-up-up!

Everybody benefits when dealers and gas utilities cooperate in city-wide gas range promotions. Every dealer benefits when he puts extra promotion efforts behind gas ranges.

Because today's modern gas ranges offer homemakers more in automatic performance, more in beauty, more in good saleable fea-

tures with lower costs of operation than ever before.

For a real pick-up in your sales, tell the difference, sell the difference between today's modern gas ranges and the 12 to 15 year old models still in use in 2 out of 3 gas equipped homes.

Push top-of-the-line automatic Gas Range models during the "Old Stove Round-Up", move them up front, connect a live demonstration model to gas, feature them in your windows and teach your sales force to sell them.

**Join up with the *OLD STOVE ROUND-UP*  
and make more sales of  
Top-Profit Gas Ranges *NOW!***

Get full information from your gas company, your gas range manufacturers' representatives or write to:

DOMESTIC GAS RANGE DIVISION

**Gas Appliance Manufacturers Association, Inc.**

60 East 42nd Street, New York 17, N. Y.



# FOR LPG AND ANHYDROUS AMMONIA THINK TWICE ABOUT YOUR HOSE ASSEMBLIES

**There's more  
than meets the eye!**

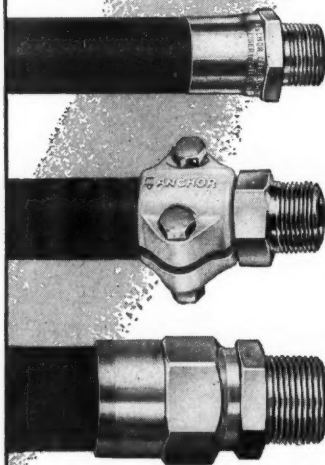
It may not be fair to class Hose Assemblies as pedigreed or as mongrels — but, they certainly can't all be "bests", or "firsts". That's why I suggest you **THINK TWICE** about your Hose Assemblies, Couplings and Fittings if you want real service out of them. Your safest bet is to present your original equipment applications to the engineers who have many years of "know-how" in design, production and application of Hose Assemblies—Anchor Engineers. Now, chances are that they can recommend just the right assemblies, the pedigree if you please, right from stock—a hose suited for your particular need. But if not, you can depend on their recommendation. Anchor Products will serve and serve. Write them today.

*Andy Anchor*

**Meanwhile** — let me send you literature on Anchor's LPG and Anhydrous Ammonia Hose Assemblies, Couplings and Fittings—Bulletin No. 500.

**Also** — Anchor \*Pressed-On Assemblies, Adaptor Unions and Pipe Fittings, and \*Reusable Couplings—Bulletins Nos. 100, 200 and 300.

\*(Both for hydraulic — high, medium and low pressures.)



**ANCHOR COUPLING CO. INC.**

396 North Fourth St. • Libertyville, Illinois

Branch Offices: Dallas, Tex.; Plymouth, Mich.

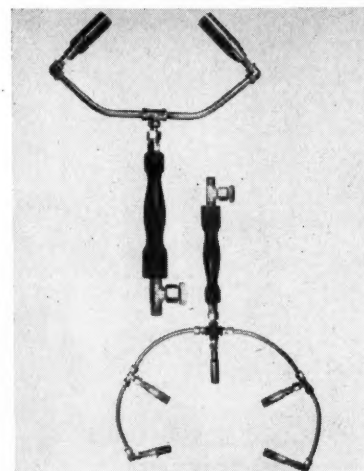
and prevents open fire burning. Thus complete and instant combustion turns refuse, large bones, paper, cardboard cartons, and other rubbish into a powdery ash that drops into the drawer chamber automatically for easy removal. The removed ash is said to be, by top agricultural experts, one of the finest fertilizers known.

Specifications reveal many other features that contribute to the new Waste King's efficiency and ease of operation. It is completely automatic; there are no valves, dials or buttons to adjust; a Flame-Monitor maintains a safe constant temperature for continuous operation; complete fibre-glass insulation retains heat inside, keeping exterior surfaces cool.

Occupying less than 3 sq ft, the new Waste King incinerator requires little space, yet can dispose of two bushels of refuse in one loading. Available in either white or aqua porcelain enamel finish, the new unit makes an attractive appliance wherever it is installed.

Given Manufacturing Co.

## 11. Circular Torches

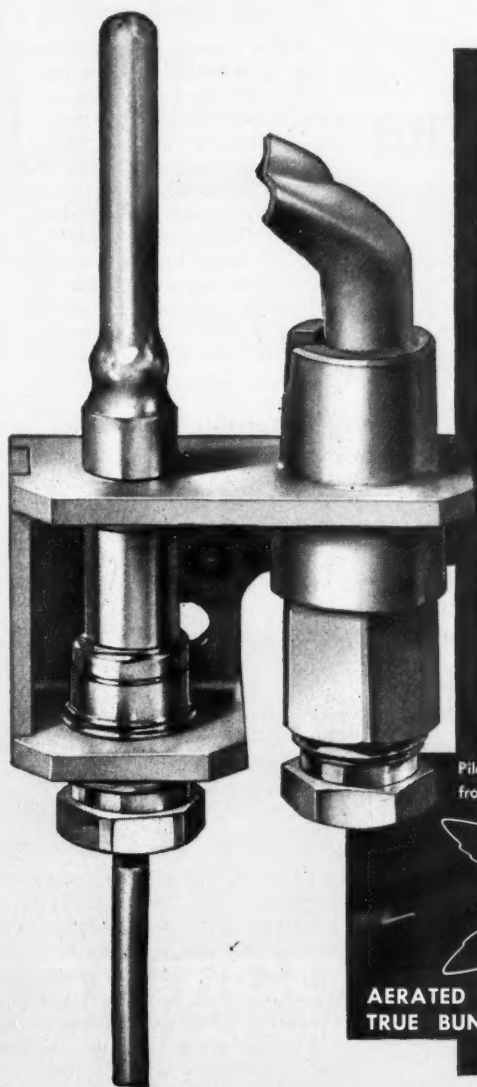


Two new circular torches designed for operation with L. P. gas have been placed on the market by Mutual Liquid Gas & Equipment Co.

The torches are used for soldering large streamline copper pipe. They distribute heat around the entire joint in one operation. Heating time is cut and a uniform job is insured. Plumbers find they not only save a great deal of time, but they use less fuel to complete the job.

No. 4S has two Mutual tips (4S—broad flame) and No. 4B utilizes five tips (4B—pointed flame). Both will generate 2350° instantly. They operate on direct tank or regulated pressure, and will efficiently handle cop-

# NEW *Non-linting* PILOT BURNER *Annulair*® TYPE R



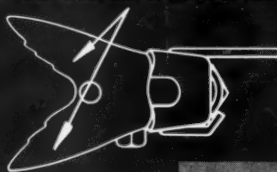
• Type R Annulair pilot burner for all gas appliances is non-linting because it has no primary air hole to clog up. Lint drawn into the pilot burner is burned in the pilot flame and carried away by the flame itself. Pilot screens are unnecessary.

Ignition of the main burner and heating of the thermocouple is performed by a single flame which is fanned out by the tip burner, so that either side of the flame may be used to ignite the main burner, permitting a flexibility in mounting that appeals to the design engineer. Operating costs are low because of a moderate gas consumption of only 700 Btu per hour with all gases—manufactured, natural, mixed, and LP.

Type R pilots are now available with two kinds of brackets and with either replaceable orifices or pressed-in orifices, but all possess the same burning characteristics, ease of mounting, and low cost.

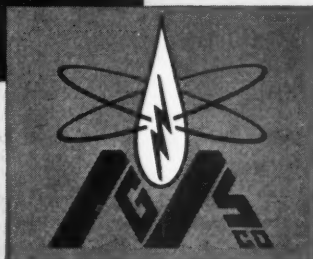
The novel design of this new burner adapts itself to use on more than one type of appliance. This means cost savings to you through reduced inventories. The selling price is new, too—a must for the cost-conscious buyer.

Pilot burner will ignite main burner from either side of the single flame.



AERATED FLAME OF  
TRUE BUNSEN TYPE

**MILWAUKEE GAS SPECIALTY CO.**  
Dept. SB-5, Milwaukee 1, Wis.



*Write*  
for complete information and specifications.

per pipe up to 6 in. They may also be used for sweating out lead in pipe and large sewer joints.

*Mutual Liquid Gas Equipment Co.*

## 12. Gas Heaters

New additions to its line of Warm Morning gas heaters have been announced by Locke Stove Co.

Locke has begun factory shipments on a new V-20 and V-30 series of vented gas circulators, AGA approved for natural, manufactured, and L. P. gas, with ratings of 20,000 and 30,000 Btu input.

The V-20 and V-30 models feature a distinctive styling utilizing Perfo-Dot front panels and top grilles, with chrome corner trim and chrome bars across the front.

Both models are offered in a choice of two colors of finish: Sheraton Brown (shaded mahogany), or Desert Sand (tan beige). Models V-20 and V-30 are equipped with manual pilot; Models V-20S and V-30S with safety pilot. Thermostats may be added.

*Locke Stove Co.*

*LPG equipment manufacturers . . .*

# FINANCE YOUR CUSTOMERS —OR LOSE THEM!

*sell new customers and keep them sold  
with F.A.C.'S flexible financing plan*

Today your customers are DEMANDING long-term financing. And when they don't get it, they don't buy. F.A.C.'s installment sales financing plan meets this demand with a sound, business-like solution to your customers' financing problems.

This service is flexible, so you can adapt it to any particular sales situation. We serve many of the nation's leading LPG equipment manufacturers—financing every product from small cylinders to huge bulk storage tanks.

F.A.C.'s Flexible Financing Plan gives you an extra sales tool—because it's another reason for prospects to buy from you. Why not meet their demand? Don't lose customers. Finance them. We urge you to telephone or wire—one of our officers will be glad to serve you.

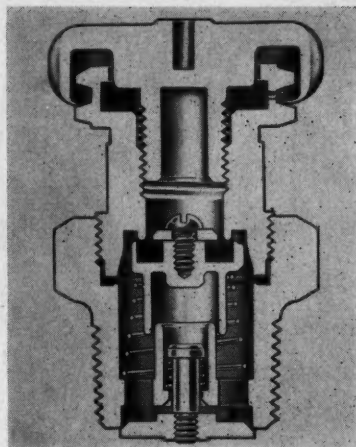


**FIRST ACCEPTANCE CORPORATION**

Minneapolis, Minnesota • 820 Northwestern Bank Bldg. • Fillmore 7711

*Discount Bankers Serving Manufacturers of LP Gas Equipment*

## 13. Filler Valve Line



Fisher Governor Co.'s Series D100 L. P. gas filler valve line utilizes back check design, providing a double guide, insuring gas tight seals under all operating conditions. Fisher filler valves utilize an encased metallic gasket to provide a gas-tight seal between upper and lower bodies.

All Fisher filler valves utilize rugged brass forgings. Cap is die cast; brass parts are produced from stress-relieved bar; spring is of all stainless steel which prevents corrosion; seat disc is of synthetic rubber. *Fisher Governor Co.*

## 14. Variable Speed Pulley



A new 1/4-hp variable speed pulley is now available for limited space applications. It is so designed that it can be mounted with the belt take-off close to the motor or reversed, in which case the belt take-off is in an overhung position away from motor.

The new pulley delivers speed ratios up to 2 to 1. An A-section belt is used. Maximum bore is 5/8 in. with keyway.

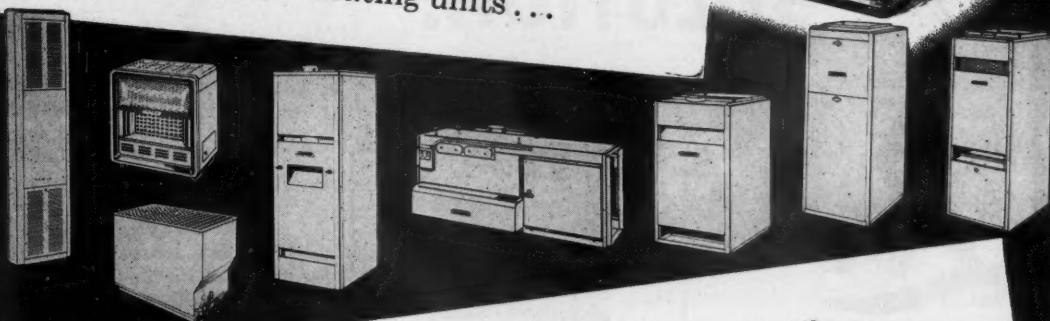
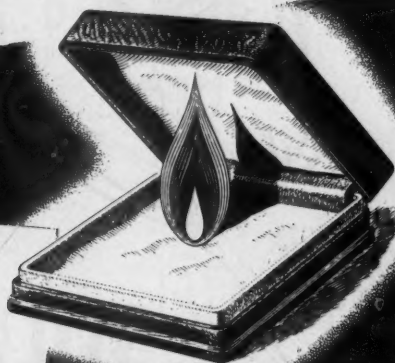
Smooth belt surfaces reduce belt wear and add to quietness of operation. Bronze oil-impregnated bearings eliminate need for lubrication



# 31 years...

... of research and specialization  
in the gas appliance field ...

... of steady building toward the  
production of today's complete line  
of Temco gas heating units ...



... of advertising in national magazines of top caliber ...

has created the nationwide  
recognition of TEMCO—by  
both consumers and dealers—  
as America's leading gas heat-  
ing specialists.

## TEMCO, inc.

NASHVILLE 9, TENNESSEE

*"Gas Heating Specialists  
for the Nation"*





# CASE:

TO DISCOVER  
THE FINEST  
20 POUND  
CYLINDER  
MADE!

# SOLUTION:

THE  
**Lee**  
CYLINDER!

### EVIDENCE OF SUPERIORITY:

- Husky collar with well formed carrying handle.
- Drain slots in collar to eliminate ice hazard.
- Ventilating holes in foot ring to guard against corrosion.
- Prime AND finish coats of good rust preventive paint.

FULLY GUARANTEED  
FOR FIVE YEARS



WRITE, WIRE OR  
PHONE COLLECT

# STEEL COOPERAGE

(Division of the Serrick Corporation)

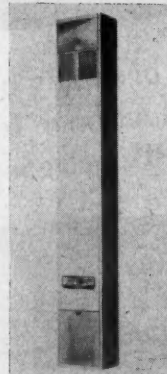
4801 BELLEVUE • DETROIT 7, MICH. • WALnut 5-3430

for the entire life of the pulley. Known as the E-1350 variable speed pulley, it is made from fine grained castings, carefully machined for balance and fit.

The pulley can be used with the Lovejoy 135 variable speed base, the 200 tilting base, or any other sliding base or shifting mechanism desired. Overall dimensions are 3 5/16-in. length by 3-in. diameter. Weight is 26 oz.

Lovejoy Flexible Coupling Co.

### 15. Forced Air Wall Heater



A new, low cost, forced air wall heater has been announced by Day & Night. The Forced Air Panelray provides warm air from the 65,000-Btu rated unit at floor level and yet its design eliminates the need for expensive ductwork.

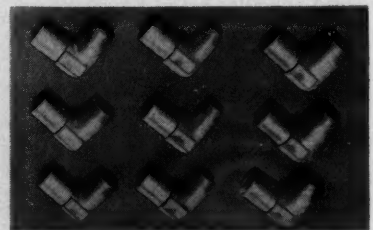
Ideal for new building or modernization, the unit is easily installed between normal 16- or 24-in. studs. The FA Panelray stands 95 in. high, 14 in. wide, and 9 1/2 in. deep. A wide variety of installations is possible with either one, two, or three heat outlets available from a single unit.

The unit is thermostatically controlled with a newly designed silent 24-volt diaphragm-type automatic gas valve. The dynamically balanced blower insures silent operation and Day & Night's new Dual-Safe controls provide the extra margin in complete safety.

The unit is AGA approved for operation with L. P. gases.

Day & Night

### 16. Dry-gas Hose Connectors



Development of a line of dry-gas hose connectors for use on L. P. gas carburetion systems has just been announced by Nicson Engineering Co.

Designed to help L. P. gas dealers

BUTANE-PROPANE News

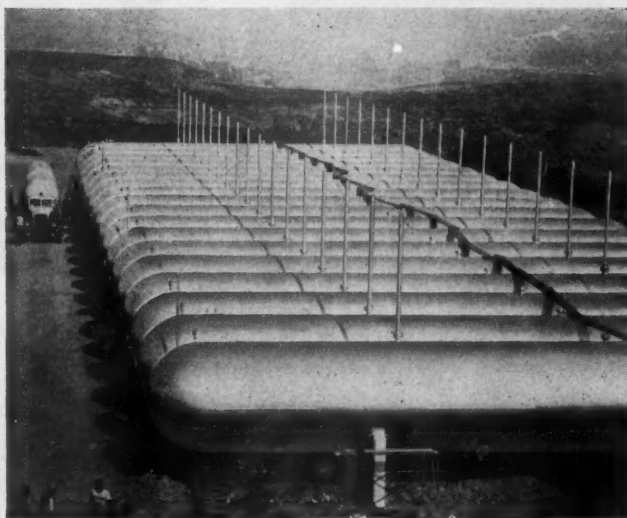
# AMPSTEEL'S

## New Designs in $\text{NH}_3$ and L.P.G. Bulk STORAGE TANKS

**MEAN**  
LARGER CAPACITY  
EASIER HANDLING  
GREATER SAFETY

A pioneer in the L.P.G. and Anhydrous Ammonia ( $\text{NH}_3$ ) equipment field, AMPSTEEL puts this knowledge to work for you in new designs and manufacturing techniques. *ONLY AMPSTEEL* gives you this quality of product and service.

### AMPSTEEL PRODUCES:

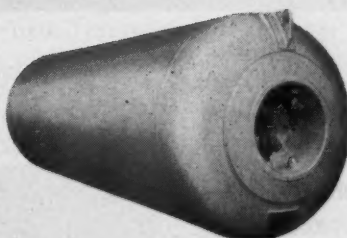


**LARGE BULK STORAGE TANKS**—Manufactured to meet every need for safe, economical operation. Capacities to 30,000 gallons.

**SMALLER STORAGE TANKS**—A complete line of L.P.G. tanks. Both top and end-connected models available.

### ALL TYPES OF $\text{NH}_3$ TANKS

From large transport units to small applicator and transfer tanks, all meeting most rigid safety regulations. All have new AMPSTEEL designs for greater safety, efficiency and capacity. A typical example of this is the new recessed-head type (shown at right) developed for Fannin Gas Company. Stress-relieved and X-rayed for less weight. Designed for faster and easier handling at the plant and at the point of use.



Liquefied Gas Division

**AMERICAN PIPE & STEEL CORPORATION**

Established 1903

2201 West Commonwealth Ave. — Alhambra, California — Cumberland 3-2181  
Los Angeles Sales Office — Mutual 1368

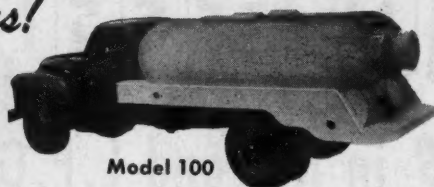


# World's Finest Propane Delivery Units at Lower Prices!

## Your Choice of 5 Models

Twin or single

600 to 2200 WG.



Model 100

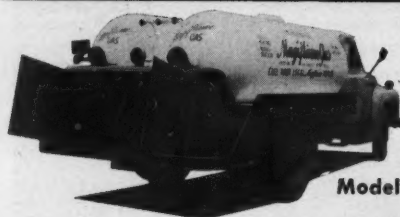
**\$3,647.00**

Twin propane unit (pictured above) is priced complete, ready to use, mounted on a brand new 1956 Chevrolet chassis, PTO, shaft, Viking mechanical seal pump, 50' 3/4" filler hose, lights, painted shiny aluminum over red oxide, piped complete and includes Federal tax.



Model 300

**HUNDREDS OF OUR UNITS ARE NOW IN SERVICE  
THROUGHOUT THE WORLD**



Model 200

**IMMEDIATE DELIVERY** on any Models (several sizes available in each Model) mounted and piped **COMPLETE** on chassis furnished by us.

We are authorized truck distributors (International factory LPG equipped, Chevrolet, Ford, GMC, Dodge or Reo.) We can save you up to \$900.00 on new trucks. Each unit is tested and ready to deliver gas when it leaves our shop.



Model 150

• **EASY TERMS AVAILABLE** — (No red tape such as financial statements, etc., necessary.)

**WRITE, WIRE or PHONE  
FOR PRICES TODAY  
WE SAVE YOU MONEY**



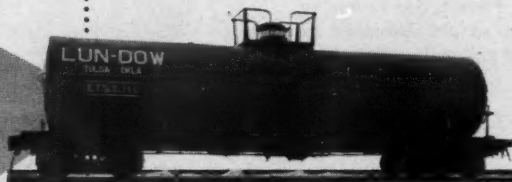
We also **SAVE YOU MONEY** on Tank Installation Trailers—Domestic Systems, 115 to 1,000 W.G., and specially built two-wheel trailers with tank for servicing farm tractors with LPG and anhydrous ammonia.

**WHITE RIVER DISTRIBUTORS, INC.**

Phone 570

Batesville, Arkansas

**BUTANE-PROPANE  
PETROLEUM PRODUCTS  
ANHYDROUS AMMONIA  
PETRO-CHEMICALS**



**LUN-DOW Company**



525 Wright Bldg.

Phone LUther 5-1133

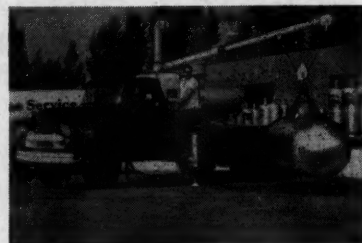
TULSA 3, OKLAHOMA

make better carburetion installations on cars, trucks, tractors and stationary engines, these fittings eliminate the need for the many miscellaneous fittings previously used, according to the manufacturer. One fitting does the job and it is no longer necessary to use bushing-reducers, nipples, elbows, and another half-nipple to make up a one-elbow combination.

The hose connectors are manufactured of heat-treated aluminum alloy. They are anodized to resist corrosion, designed to fit hose perfectly, and machined inside to give maximum unrestricted flow of gas.

Nicson Engineering Co.

## 17. Hydraulic Loader



The time-consuming, and usually costly job of loading and unloading L. P. gas storage tanks in and out of storage areas and at the locations via truck and trailer, has been greatly improved upon by a specially engineered hydraulic loader for trucks, manufactured by Woodside Industries.

This hydraulic power loader is designed to permit one man to easily load and unload L. P. gas storage tanks up to 1000-gal. capacity and weighing up to 4000 lbs. It can maneuver these tanks with ease. The Woodside Loader fits any standard flat bed truck chassis, 2-ton or over, with a power take-off from the engine transmission.

With a 360° arc for the boom swing, tanks can be easily loaded or unloaded from either side, front, or rear of the truck. The loader requires only a 20-in. space behind the cab, thereby, allowing the entire truck bed to be free for carrying tanks.

Extensive field tests have proven that with only one man, heavy tanks can be lifted out of awkward locations and loaded on the truck flat bed—two tanks per truck. Tanks can be installed anywhere a truck can get in.

It is claimed that with one man and one truck equipped with the Woodside Power Loader, an operator can load and carry two tanks to destination in less than one-third the time of the present method using two men, truck and trailer carrying one tank.

Woodside Industries

high efficiency  
low investment—

*Profit Getter...*



## TWIN BARREL UTILITY UNIT

MASTER-CRAFTED BY

# COLUMBIAN

SINCE 1893

### TANKS MANIFOLDED ON LIQUID and VAPOR

This time saving convenience is illustrated above. It gives you all the advantages of being able to operate from one central location. In this compact installation you have the Neptune Print-O-Meter, the Hannay manually operated hose reel (capacity up to 150 feet), and manifolding system.

The sleek, low appearance, the individual twin barrel design tell your customers that this unit represents a modern, progressive LP GAS distributor.



### CUSTOM- BUILT SEMI-TRAILER

Designed and built to solve your own transportation problems. Long-experienced engineers and craftsmen combine their experience with quality materials to provide you greatest strength with lightest weight for a payload that PAYS. Maximum Capacities to meet your state limitations.



### INDUSTRIAL STEEL BUILDINGS

Sound, permanent, steel buildings, easily, inexpensively erected. Pictured is 30 by 50-ft. cylinder-filling house with 10-ft. sidewalls. Ideal as pump houses, warehouses, office buildings and showrooms. Write for 16-page catalog "The Magic of Steel" fully describing sizes and uses of Columbian Industrial Steel Buildings.



Hunting for a more profitable LP delivery unit? You can't miss with this new Columbian 1,500 water gallon capacity Twin Barrel Utility Unit. At a minimum investment you have top operational efficiency—all service accessories of full skirted units. Best of all the lower center of gravity of the twin tanks provides the better load distribution, better balance that pays off in longer truck life.

Extra strength and durability are assured by Columbian's 61 years of experience in master-crafting steel products. Fittings and accessories are engineered into the unit for maximum efficiency. The double door cabinet in the rear houses meter... valves are covered by open hoods... pump is mounted on channel hanger with direct-drive power take-off for quick transfer. Hose racks each side (optional) for 50' lengths up to 1½" diameter. Fully equipped with ICC lights and wiring.

Write today for complete, illustrated literature!

## COLUMBIAN Steel Tank Co.

P. O. BOX 4048-C

KANSAS CITY, MO.

*STEEL, Master-Crafted by Columbian... First for Lasting Strength*

# NEWS

*News and news notes about the activities of manufacturers, distributors and dealers.*

## Red Cross Praises Lehigh For Flood Disaster Work

Lehigh Bottled Gas has been publicly thanked by the Red Cross for volunteering services in the recent flood disaster to hit Connecticut in the wake of Hurricane Diane. In this

public spirited move, Lehigh donated hundreds of gallons of LPG to canteens and mobile kitchens.

Putnam, Conn., where Lehigh maintains one of its plants, was one of the towns to suffer severely. Dozens of homes were damaged or destroyed by the raging waters; several

hundred people were temporarily without shelter; streets were ripped from their beds and the town was without electricity, water and telephone service for many days. It was at Putnam where floating barrels of magnesium from a wrecked local plant terrified the town by exploding throughout the night and adding fire to the disaster. It will be months before the millions of dollars in damage are repaired.

In a letter to the *Putnam Patriot*, the area Red Cross Chapter expressed its appreciation. Lehigh Bottled Gas was the only company to be specifically named. Excerpts from the letter of gratitude follow:

"To you who came in daily and ... nights feeding many people; to you who transported water; to the *Lehigh Bottled Gas Co.*; to the dairies that gave milk; to the stores, farmers and others for generous donations ... go immeasurable thanks."

According to D. L. Besanceney, general manager of Lehigh, none of the company's seven plants in New England was damaged. However, a number of installations were damaged and some cylinders were lost. The plants are located at Norwich, Putnam, Stafford Springs, and Middletown, Conn.; Palmer and Ware, Mass.; and Wakefield, R. I.

## Safety Council's "Accident Facts" Now Available

Facts and figures on all types of accidents—industrial, traffic, home, farm, and school—are contained in the 1955 edition of the National Safety Council's statistical yearbook, "Accident Facts."

Twenty pages of the book are devoted exclusively to occupational accidents and provide the factual background necessary to give direction to an industrial safety program. There is a detailed list of accident rates by major industry groups, as well as charts showing the accident trend during the past 25 years. Most common source of injuries, part of body most frequently injured, off-the-job accident problems, unsafe acts and unsafe conditions contributing to permanent impairments and deaths, and other topics are included.

The 96-page book is an invaluable source of ideas and data for making speeches, writing articles, preparing

Model GG-196  
Motor Driven  
Unit  
10 G. P. M.



Model GG-198  
Gasoline Engine  
Driven Unit  
12 G. P. M.



Your choice of a  
**COMPLETE**  
LINE  
OF  
**DIRECT**  
**CONNECTED**  
**VIKING** LP-GAS  
FUELING AND BOTTLE  
FILLING UNITS

Models  
HJ. and HL-196  
Motor Driven Units  
20 and 30 G. P. M.



**10, 12, 20, 30 GPM at 1750 R.P.M.**

**W**HATEVER your fueling or bottle filling problem, an efficient VIKING unit will fit your needs.

Available with either motor or gas engine, this complete series is direct connected to power unit.

All pumps come complete with mechanical seal, O-Ring gasket, bearings requiring no lubrication, safety bypass valve and pressure safety valve.

Both pumps and power units mount on compact steel bases.

For complete information, send for our Catalog Section Hb today.



**VIKING PUMP COMPANY**

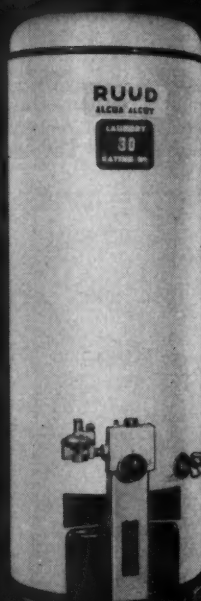
Cedar Falls, Iowa, U.S.A.

In Canada, it's "ROTO-KING" Pumps



## ONE HOUSEWIFE TELLS ANOTHER:

"My new Ruud  
laundry-rated  
Alcoa® Alloy  
water heater  
really keeps up  
with my automatic  
washer!"



Now . . . sell *every* housewife on a water heater that meets all the demands of her automatic washer, whatever the make—no matter how many consecutive loads she washes. Now . . . sell the first and only water heater with a solid Alcoa Aluminum Alloy tank—at a price comparable to ordinary water heaters with lined-steel-type tanks.

And get this! The new Ruud Laundry Rated Alcoa Alloy automatic gas water heater has an optional duo°temp feature—delivers TWO temperatures of hot water from the same tank at the same time! 180° extra-hot water to maintain in-the-washer temperatures of 150°-160° for whiter, brighter washes. 125° tempered-hot water for baths, lavatories and other general-use

outlets as recommended by the National Safety Council.

### **NO RED RUST ANOTHER BIG SALES FEATURE!**

The solid aluminum alloy tank cannot produce ugly red rust—not in the tank, not in the washer. It's a fast-recovery water heater, too . . . will out-last, out-perform any other water heater of its size.

And its popularity is soaring. As more housewives get Ruud Alcoa Alloys, more housewives want them. Be ready to supply this growing demand.

**Mail this coupon today**

## **RUUD GAS WATER HEATERS**

Kalamazoo, Michigan • Toronto, Ontario

© Aluminum Co. of America

**RUUD MANUFACTURING COMPANY**  
Dept. 10-4, 2025 Factory St., Kalamazoo 24F, Mich.

- ☐ Please have a water heating specialist call on me.  
☐ Send me literature.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

reports and planning safety campaigns.

"Accident Facts" is priced at 75 cents a single copy and less for quantities. Inquiries should be sent to the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

## Four New Branches for Petrolane Gas Service

Petrolane Gas Service Inc., Long Beach, Calif., announces the acquisition of four more retail outlets, which helps to round out and con-

solidate the company's retail operations.

Baker Liquid Gas Inc., with plants at Baker and La Grande, Ore., has been acquired by purchase of all outstanding stock. Charles S. Lewis Jr., who has managed the company since its inception in 1946, will remain as Petrolane's manager. Operation will be continued under the name of Baker Liquid Gas Inc.

Under a long term lease arrangement, Donald Anthony Butane Service, Fallbrook, Calif., becomes Petrolane-Anthony Gas Service. Ernie

Gile, formerly manager of Petrolane's Tri-City Gas Service at Panaca, Nev., has been placed in charge as district manager of the Fallbrook district.

The storage plant and delivery equipment formerly operated by Mutual Liquid Gas & Equipment Co. at Agoura, Calif., and the consumer accounts formerly served from that plant, has been purchased, and will be operated as a branch under the supervision of Ollie Cromer, district manager of Petrolane's subsidiary, American Butane Co., at Van Nuys. Joe Briggs, who formerly handled the branch for Mutual, will remain as driver-salesman for Petrolane.



# Service-Master

THE IDEAL BOTTLED GAS SERVICE BODY

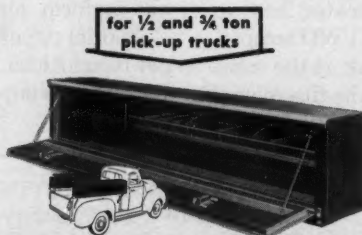
Here's the body that takes a completely equipped shop to the job, and saves up to 75 minutes per day. Using the latest average service base rate of 6 cents a minute and an average saving of 30 min-

utes a day . . . Service-Master saves \$478.00 worth of time a year. Available in sizes for 1/2, 3/4, 1, and 1 1/2 ton chassis — regardless of age or make. The coupon below will bring complete details.

**MAKE YOUR PICK-UP TRUCK A SERVICE TRUCK, TOO!**

with  
**SERVICE-TWINS**

These easy-to-install tool and material compartments are finished in baked-on, medium-dark green enamel. Parts bins are built-in. Doors have slam-action catches, with locks keyed alike. Available with overhead rack.



**MCCABE-POWERS AUTO BODY CO. 5900 NO. BROADWAY • ST. LOUIS 15, MO.**

Please send me complete details on SERVICE-MASTER ☐ SERVICE-TWINS ☐

Name

Company

Address

City  Zone  State

mb

## Imperial's Nova Scotia Plant to Produce Propane

Imperial Oil's new \$30 million refinery at Imperoyal, Nova Scotia, will shortly become a producer of propane gas. At present most of the propane used in eastern Canada comes from Texas.

When completed, the refinery will produce 41,000 bbl of various kinds of oils and greases daily. Present production is 22,000 bbl daily.

Company officials plan to make the new 616-acre refinery a showplace as well as the third largest oil refinery in Canada. Brilliant reds, greens and yellows will dominate the color scheme. One of the outstanding features of the plant will be the control panel which will be housed in a glass-sided building so that passersby can see the multi-colored panel in operation.

## Safe-Driving Day Proclaimed for Dec. 1

S-D Day—Safe Driving Day—has been announced for Dec. 1 by the President's Committee for Traffic Safety.

The objective of S-D Day, which includes an intensive 10-day advance and 10-day follow-up campaign, is to demonstrate that traffic accidents can be reduced materially when all drivers and pedestrians accept individual responsibility for accident prevention.

Through their active support, business and industry can help make the S-D Day campaign a success, cut absenteeism due to off-the-job traffic accidents, and render a public service to the community.

To assist companies in publicizing S-D Day, two kits have been prepared. The promotion kit offers a wide selection of attention-getting materials such as posters and displays for use in plants and places of

# Here are the features ★ your next delivery unit should have..

## AND ONLY **AMERICAN** GIVES THEM TO YOU

**A Custom Unit at Lowest Cost**



New super-safe plumbing system increases pumping capacity . . . makes delivery faster . . . saves time and money.



Tanks are locked to truck. Positively won't slip forward . . . a great driver-protection feature in case of accident.



Best balanced units on the road. American delivery units save wear and tear on trucks, give greater safety.



Motor fuel tank and meter mounted in rear . . . can't be side-swiped or sheared off . . . another American safety feature.



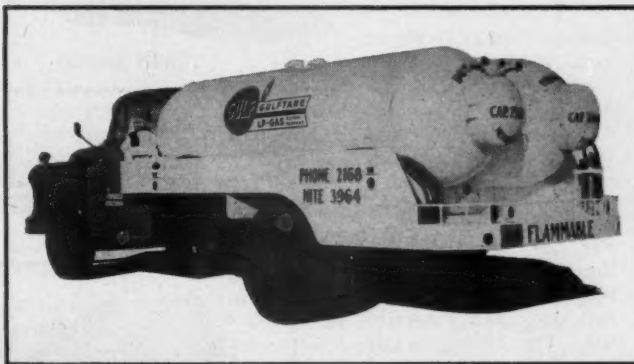
Quick changeover . . . when your long lasting American tanks are ready for a new truck, they can be changed over in just a few minutes . . . another American plus.



Good Looks . . . American delivery units are streamlined and good-looking . . . give you the extra safety you need with the smart appearance you want.



**Deluxe Model N17.** A completely enclosed, compact unit designed with all controls, motor fuel tank, meter, hose reel, power take-off and clutch controls in rear cabinet. Particularly desirable for dealers in northern areas . . . keeps all controls and equipment clean, fully protected from snow, ice or rain.



**Deluxe Model B21.** Fuel tank and fire extinguisher located in rear . . . meter and hose on catwalk next to driver. Also available with fuel tank, clutch, power take-off and hose reel in rear.

**FINANCING AVAILABLE — Write for Information**

**HEADQUARTERS FOR THE LP GAS DEALER**

**1 order • 1 shipment • 1 invoice**

Telephone STorling 4916



### **American Tank**

AND MANUFACTURING COMPANY INC.

2136 WEST COMMERCE STREET • BOX 5525 • DALLAS 22, TEXAS

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P. O. Box 2563  
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North Miami, Fla.

Littlefield, Texas  
306 N. Ripley  
P. O. Box 689, Phone 228 MX



business. Also included are lapel tabs, buttons, balloons, armbands, and gummed stickers for business correspondence. Companies with fleets can remind their drivers of S-D Day with pressure-sensitive dash stickers and spread the word to the general public by means of bumper strips.

The community program planning kit provides the groundwork for a comprehensive S-D Day program for any size community. It contains a planning guide, fact sheet, radio scripts, news releases, speakers' aids and other helpful information.

Either or both kits together with information on imprinting and quantity prices may be obtained by writing on an organization letterhead to the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

### United Petroleum Gas and Consumers Gas Consolidate

United Petroleum Gas Co., Minneapolis, has consolidated with Consumers Gas Co., one of the oldest and largest independent operators of L. P. gas in the United States. Consumers Gas Co. will continue operations

as a division of United. No management or personnel changes are contemplated.

In making the announcement, Frank T. Carpenter, United's president, said:

"We feel the consolidation will directly benefit LPG users in the eight Minnesota and North Dakota areas served by Consumers Gas plants. Our resources in bulk fuel supply, engineering, systems manufacture and equipment supply will be directly at the disposal of the Consumers division. This fact, and the evident operating economies resulting from consolidation, should increase efficiency and improve our combined services in many respects."

### New Ammonia Terminal In Operation in Texas

One of the largest high-pressure ammonia storage terminals in the United States has been placed in operation by Mid-South Chemical Corp. at Harlingen, Texas.

The terminal includes a battery of 16 30,000-gal. tanks with unloading facilities for barges operating on the Intracoastal Waterway. It will be the distribution center for a network of smaller distributing stations the company will establish immediately in the Lower Rio Grande Valley.

The terminal also has rail and truck loading facilities for moving the high analysis nitrogen fertilizer to other bulk plants and farms.

The ammonia is brought to the terminal in specially built barges, each having a capacity of more than 400,000 gal. The first barge to reach the new terminal unloaded a capacity cargo on Sept. 17. The unloading operation required about seven hours.

### Gas Furnace Shipments Reach New Heights

Shipments of gas-fired warm-air furnaces for the first eight months of the year now exceed the total annual shipments for any years before 1954, according to the Gas Appliance Manufacturers Association.

A new monthly record was set during August with shipments to dealers and distributors of 104,100 units, an increase of 38.2% over the same month last year. Shipments for the first eight months of the year were 517,000 units, an increase of 35.9% over 1954.

GAMA said that 12,700 gas-fired boilers were shipped during August, an increase of 30.9% over the same month last year. During the first eight months of the year, 49,500 units



SERVICE • QUALITY • SATISFACTION

## A Complete Line of Single and Twin Barrel Propane Truck Tanks

### TWIN BARREL

Very popular model. Can furnish in any capacity you desire. Custom made, to your specifications. A unit to be proud of.

### TRANSPORTS

Can furnish in single or twin barrel type. Unit constructed so load can easily be shifted to meet different type tractors. Payload makes you money, this is our specialty.

### SINGLE BARREL

For one fuel operation, the 1200 single meets all requirements, can furnish any capacity you desire. The leader in its own field.

Send Us Your Specifications and We Will Submit Quotations.

Complete Modern Shop Facilities for Mounting and Testing All Pumping, Metering and Propane Handling Equipment.



TWIN BARREL



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SINGLE BARREL

## The Pasley Mfg. & Dist. Co.

201 East 11th Street • Kansas City, Mo. • Tel. Victor 2369



## Safe, Tight ...Trouble-free

... with union body-bonnet joint on 125 lb., 150 lb., 200 lb. pressure classes

Be safer—and save! Greater operating safety, positive shutoff, and low upkeep costs are the prime advantages of modern OIC bronze gate valve designs in all pressure classes.

### Union ring nut provides safety-tight body-bonnet joint

The separate union nut seals the bonnet and body mating surfaces, effecting a tight, leak-proof joint. Possibility of distorting body and bonnet during disassembly and assembly and of loosening the joint during operation are virtually eliminated.

### OIC design reduces maintenance costs

Necessity for stem replacement can be forgotten, because stems are special, long-lived OIC *Alloy-40*. This sturdy material eliminates galling and seizing and contributes to easy operation.

Stem threads are never exposed to line fluids in open or closed positions (125 lb. and 150 lb.), preventing thread abrasion from line fluids or suspended solids.

All pressure parts are designed for maximum strength, and working parts are hydrostatically tested for positive sealing and seating. Write for our folder, No. 1006.

Order from your OIC distributor.



THE OHIO INJECTOR COMPANY • WADSWORTH, OHIO

# V VALVES

FORGED & CAST STEEL, LUBRICATED PLUG,  
BRONZE & IRON VALVES

# Federal Civil Defense Administration



## PUBLIC SERVICE AWARD

### to Gas Appliance Manufacturers Association

for its contribution to the National Defense  
through participation in  
the Civil Defense Atomic Test Program  
AEC Nevada Test Site  
Spring 1955

*Harold L. Goodrum*  
Director, Atomic Operations

*Wm. J. Johnson*  
Manufacturer

Federal Civil Defense Administration Public Service Award goes to Gas Appliance Manufacturers Association in recognition of its participation in the atomic test program conducted at the Yucca Flat, Nev., site in May. More than 30 manufacturers contributed equipment to furnish homes tested at various distances from Ground Zero in Operation Cue.

were shipped for an 11% increase over the same period in 1954.

Gas conversion burner shipments remained low, with 24,300 units shipped in August, a decrease of 17.3% from the same month last year.

## Coleman Reports Progress In Air Conditioning Tests

Preliminary evaluation of its 1955 field test program indicates substantial progress has been made toward the development of a practical, economical gas-powered air conditioner for homes, according to the Coleman Co., Wichita, Kan.

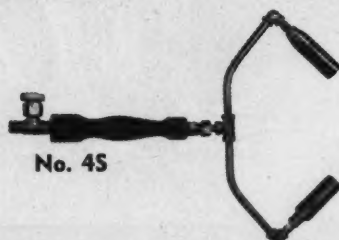
The 40 units now being field tested by Coleman and cooperating gas utility companies are proving far superior to 1954 models, Sheldon Coleman, president and general manager, said.

All test units operated on a normal air conditioning load during the summer. Controlled false loading is extending the period of test operation after the normal cooling season.

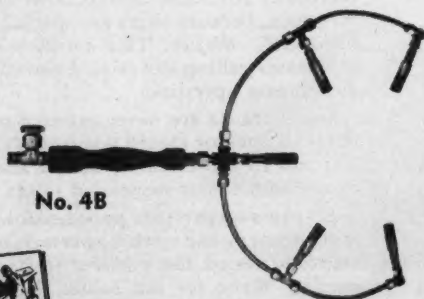
Increase in efficiency is credited to a redesigned motor with a higher compression ratio, better carburetion, improved valving and other improvements.

"Compared with last year, our mo-

## New *Mutual* Torches for Plumbers



No. 4S



No. 4B



Write for NEW Catalog today. Just off the press, it contains latest developments in the Mutual Line.

**Mutual**

**LIQUID GAS EQUIPMENT CO., Inc.**  
17129 SOUTH BROADWAY, GARDENA, CALIFORNIA

LP-Gas Dealers will find a ready market among plumbers and pipe fitters for the New Circular Torches just introduced by Mutual.

They are used for soldering large stream-line copper pipe. Also excellent for sweating out lead in pipe joints. Heat is distributed around entire joint in one operation, cutting heating time and providing a uniform job. Will efficiently handle copper pipe up to six inches. Saves money in both fuel and labor. Plumbers are enthusiastic.

No. 4S has two Mutual (broad flame) tips. No. 4B utilizes five (pointed flame) tips. Both generate 2350 degrees instantly. Operate on direct tank or regulated pressure.



# Get the jump on competition... WITH **EMPIRE**

**MAKES THE BEST *Gas* HEATING  
APPLIANCES IN THE WORLD**

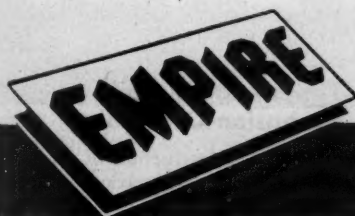
*There's NO DOUBT about it!*

- ① Empire's powerful blower is cradled in rubber for amazingly quiet operation.
- ② The heat exchanger is engineered to eliminate expansion and contraction noise.
- ③ The over-size filter traps dust, dirt and pollen . . . helps keep your home shining clean!
- ④ Smart, durable steel cabinet has fused-enamel finish, is beautifully designed.
- ⑤ Vented to remove combustion wastes. Welded gas-tight. Draft diverter prevents down-drafts.
- ⑥ Empire's exclusive "Thriftmatic" Gas Burner delivers every penny's worth of heat from your fuel. Featuring the "stainless steel" ribbon type cast iron burners.
- ⑦ Automatic room temperature controls, necessary limit switches both blower and bonnet and automatic pilot (100% cut-off type) are standard equipment.
- ⑧ All controls, burners and heat exchangers are accessible from the front — Flues can be cleaned from front without any disconnections or dismantling.

**ONLY THE NEW EMPIRE HAS ALL  
THESE IMPORTANT VALUE FEATURES!**

**EVERYTHING YOU'VE DREAMED OF IN HOME HEATING!**

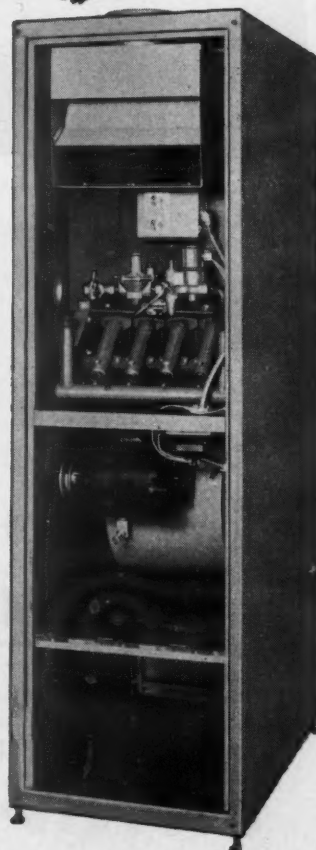
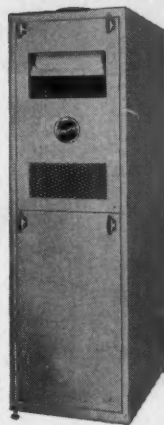
**EMPIRE GAS WINTER AIR CONDITIONERS**  
(Basement, Utility room and Closet type)



*A Great Name in Gas Appliances*

**STOVE COMPANY**

BELLEVILLE, ILLINOIS



tor problems are insignificant and it appears that we are definitely approaching a motor which will meet the very rigid design specifications set by Coleman and gas industry engineers," Mr. Coleman said. "For example, spark plug life has been extended well beyond the 2000-hour goal as a result of a new specially designed multiple electrode plug for gaseous fuels. This new plug lasts twice as long as a conventional plug and promises to work efficiently for as much as 4000 hours.

"Our new starting mechanism is extremely simple and effective.

"The matter of noise control was effectively solved with the redesign of a muffler and a motor housing."

Oil consumption, Mr. Coleman added, is about as anticipated and is not a critical factor.

Such failures of controls, compressors, motor and other components as have been reported to date do not indicate any major design difficulties, he explained.

"There is nothing in the picture at this time which would cause us to delay our plans for limited production in 1956 of gas motor air conditioners; however, we are continuing

research on other types of gas-energized air conditioning. In fact, we have broadened our research program to include further work on an external combustion motor," Mr. Coleman said.

Research organizations working with the company include the Institute of Gas Technology, Arthur D. Little Inc., and the Texas College of Arts and Industries.

## Trend Seen Toward Selling Custom Kitchens

Appliance dealers are moving slowly in the direction of kitchen remodeling as a means of accomplishing individual product sales, reports the fall issue of *McCall's Appliance Retailing*.

The publication cites three principal reasons for the trend that in the past three years has seen more and more dealers turn their emphasis toward promoting personalized kitchens.

First are the tremendous strides in kitchen design during the past few years—strides that have seen the kitchen become a major family social center. This change is exemplified by the Cornell Kitchen, established late in 1952 by Cornell University's Housing Research Center.

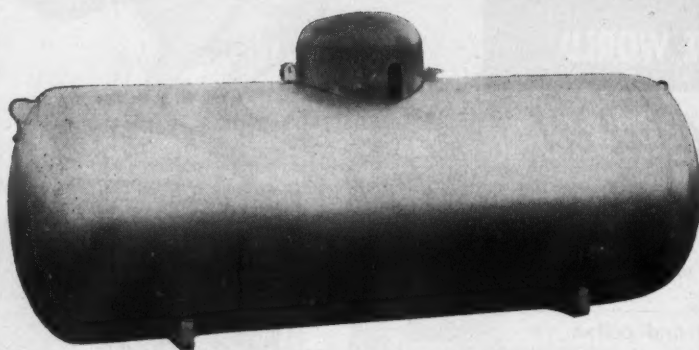
The Cornell Kitchen, result of five years of study and research, contained five self-sufficient work centers. Its design developments indicated to many dealers that they could offer packaged kitchen sections, including cabinets, work space, and appliances, all in one unit.

*Appliance Retailing* sees competition from builders—a threat to appliance dealers' markets—as a second cause. Dealers know that up to 70% of current built-in appliance production is being grabbed up by home builders, and they view the situation with alarm, fearing that a drop in the market for new homes may bring builders pouring into the appliance business as kitchen remodeling specialists.

The publication points to the resurgence of department store appliance merchandising as a third factor in the trend toward made-to-order kitchen remodeling. In many cases these stores set up model kitchen displays, and push hard for multiple unit sales.

## Tappan Stove Co.'s Expansion Continuing

Increased production of Tappan built-in gas and electric ovens and surface units for new home construc-



# NEED TANKS?

## Call Us

WE HAVE THEM READY FOR

**IMMEDIATE DELIVERY**

★ DOMESTIC TANKS

★ GAS DELIVERY TRUCKS

★ TRANSPORTS

★ STORAGE TANKS

## MISSISSIPPI TANK CO., INC.

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Phone JU 30262

**rust, rust  
go away  
...clear  
hot water's  
here  
to stay!**

I almost jetglas  
first—to last.  
Can't rest  
without my  
ordinary water  
heater.  
Thanks hot  
water cost  
less in the  
long run.  
Every time I  
phone I  
say!

Our jetglas  
heater makes  
me feel great  
and safe!  
No more  
embarrassing  
rust stains  
on my laundry  
and the  
plenty of hot  
water on the  
line in house  
as fast.  
I have  
I make my  
bathroom hot.

**everybody loves  
jetglas.**  
...the way of a lifetime  
MANUFACTURERS' FINEST WATER HEATERS

**DAY & NIGHT**  
a product of DAY & NIGHT  
MONROVIA, CALIFORNIA

## DAY & NIGHT *jetglas.* IS A BY-WORD

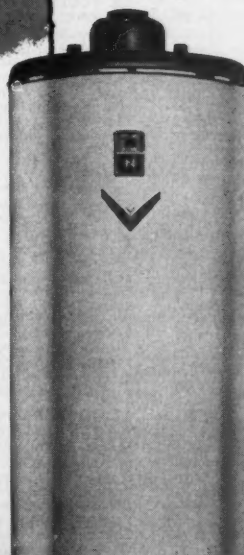
—because its name and fame  
reaches 27,000,000 different  
homes each month in well-read  
advertising.



by-word  
or buy-word —  
it spells extra  
profits for you!

## DAY & NIGHT *jetglas.* IS A BUY-WORD

—because its "long-lasting" fame  
is a telling fact that makes selling  
easy: "Jetglas outlasts 2 ordinary  
water heaters!"



It's a fact. The Jetglas story makes it easy for you to sell a top-grade heater for a top-rate profit. Beauty alone is enough to make it outsell all others—whether you show the deluxe Master or the dependable Standard. Both are 10 year heaters, both feature 100% safety, both have incomparable Jetglas inside the tank and exclusive Armorcoat outside. The only water heater *really rustproof inside and out*... Jetglas is the buy of a lifetime!

Every day more dealers say—it pays to sell the best!

# DAY & NIGHT

MANUFACTURERS OF AMERICA'S FINEST WATER HEATERS, HOME HEATING  
—AND AIR CONDITIONING EQUIPMENT

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Each 60-page booklet contains reprints of the best articles, on the following subjects, that have been printed in Butane-Propane News.

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Causes of Gas Losses—Economics of Fuel Deliveries—Market Problems and Research—Safety and Insurance—The Banker's Viewpoint—Efficiency in Business; Causes of Failures; Calculation of Overhead, Operating Costs, Mark-up and Turnover; Budgets—Credit and Collections—Simplified Billing—Effects of Stealing Customers and Cutting Prices—Profit in Cooperating With Utilities.

**2. BULK PLANTS 50c**  
Designing for Safety Features—Accurate Metering—Transfer of LP-Gases—A Bulk Plant Designed for Speed—Pump Hook-Ups—Building a Bulk Plant—Engine in Place of Electric Motor for Liquid Transfer—Modern Design Aids Unloading and Storage—Measuring Liquid in Storage Tanks—Safety Recommendations.

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General Principles of Gas Utilization—Range Servicing—Water Heater, Space Heating Servicing—Meters, Regulators and Related Pipe Fittings—Gas Refrigeration Servicing—Appliance Changeovers—Corrosion of Hot Water Storage Heaters—House Piping and Appliance Installation—Range and Refrigerator Installations—Heating Installations—Venting—Installations: Water Heater, Clothes Dryer, Incinerator—The Venting of Gas Appliances.

**5. BULK CONSUMER SYSTEMS 50c**  
Regulator Freeze-Ups, Causes and Remedies—The Right Regulator for the Job—Regulator Operation—It Pays to Service LP-Gas Equipment—Vaporization—Determining Storage to Serve Demand—Line Testing Piping—Tank Installations—Combining Deliveries and Collections With Meter Readings—Supply Tank Installation With Special Trailer Unit—Regulating Pressure—Pipe Lines—Testing Procedure.

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(enlarged 8 1/2 x 11 edition)**  
How to Find New LPG Customers—Who the Best Prospects Are for Heating Equipment—Keeping a Sale Sold Through Service—Selling to Summer Camps—How to Size and Sell Water Heaters—Build Your Load With Clothes Dryers—The New Home Market—Advertising's Part in the Sales Campaign—How to Be a Successful Salesman—How to Get Your Share of the Industrial Market—You Can Boost Your Sales With Trade-ins, Fair Displays, Demonstrations, Using the Testimonial Letter.

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**12. TOWN PLANTS 50c**  
Isolated Butane Systems—Laying Copper Mains—Central Plants; Safe Design and Operation—Serving "Fringe" Areas—Propane Storage in 24-Inch Seamless Tubing Solves Peak Demand—More Heat for Less Money Determines Butane-Air Town Plant Installation—Utility Sells Beyond Mains, Then Changes Over Town Plant—Converting Two Washington Towns to Propane-Air—6000 Meters Converted—High Cost Turns Utilities to Propane.

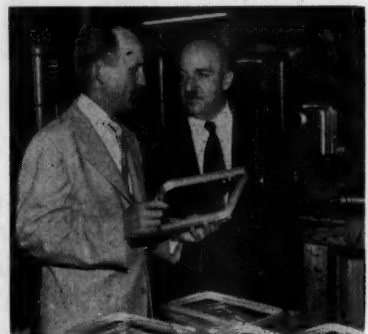
tion will result from a \$300,000 expansion program at Tappan Stove Co.'s Mansfield (Ohio) plant. It is Tappan's second expansion in Mansfield in two years and the fifth since 1946.

Last year Tappan expanded its production and distribution facilities through the addition of Canadian Tappan Stove Ltd., Montreal, Canada. Tappan also operates plants at Murray, Ky., and a wholly owned subsidiary, O'Keefe & Merritt Co., in Los Angeles.

## Iran L. P. Gas Distributor Visits U. S. Appliance Firms

Mahmood Khalili, general manager of Butane Co. Ltd. of Teheran, Iran, was in Dallas recently investigating sources of supply for various appliances for use with L. P. gas. He was escorted on his tours of Dallas installations by representatives from Dearborn Stove Co.

Mr. Khalili is an enthusiastic advocate of LPG for both residential and commercial uses. Although available in his country only for the past 15 months, L. P. gas, in his opinion, will soon outstrip all other fuels for cooking and heating. Mr. Khalili bases his judgment on eight years of experience as president of the Light & Power Co. of Teheran.



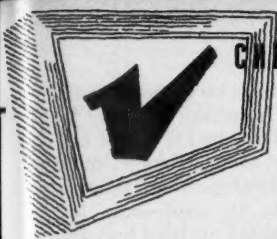
D. O. Tomlin, left, president of Dearborn Stove Co., Dallas, points out a construction detail of Dearborn heater to Mahmood Khalili, industrialist from Iran, visiting the Dearborn plant.

L. P. gas is manufactured at the Abadan refineries on the Persian Gulf. The gas is transported by motor transport, primarily, and rail, from the Abadan refineries to Teheran for retail distribution. The first transports used in this operation were bought in Texas, but the high cost of freight from Texas to Iran forced him into fabricating his own transports. Mr. Khalili says he can buy the small cylinder tanks cheaper in Germany than he can in the United

### BUTANE-PROPANE NEWS • 198 S. Alvarado St., Los Angeles 57, Calif.

Send (.....) copies of each booklet indicated: Nos.....  
Send complete set of 12 for special price \$6.50 ☐  
Check enclosed for \$..... In California add 4% Sales Tax.  
Orders from individuals must be accompanied by amount of purchase unless credit has been established.

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COMPANY.....  
ADDRESS.....  
CITY..... STATE.....



CHECK THESE EXCLUSIVE

**MASTER** FEATURES

# "The Time Saver"

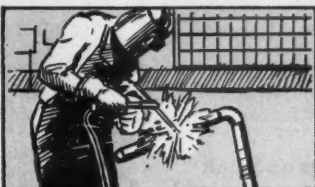
Patent Pending



**YOUR CHOICE OF CLOSED END . . .**  
(Illustrated above)

## WELDED CONNECTIONS STOP LEAKS

All pipe connections are welded, where it is feasible. This assures trouble-free service and a greater savings to you!



## TUBULAR SHAFT PUMP DRIVE

The pump driving equipment consists of the best joints money can buy and tubular driving shafts—the same design which propels the truck. A lifetime of trouble-free service.



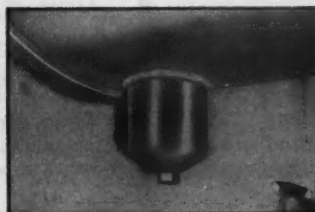
## ONLY 60 MINUTES TO CHANGE TRUCKS

Merely disconnect power takeoff and unscrew the mounting bolts. Entire unit is ready to be moved. There isn't a single pipe fitting to change. The elimination of a big plumbing job eliminates the cause of leaks and trouble.



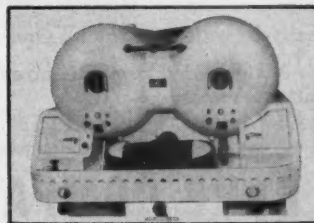
## TANKS PUMP DRY

. . . with the exception of a pint, which remains in the sump. This sump catches all sediment and eliminates the need of a strainer in the suction line, which slows the flow. The sump is drained periodically to remove the sediment. The tank outlet is at the rear, where there is a 2" line inside that takes suction from the sump at the front.



When operating in country where there is ice and snow, the enclosed type is recommended. There is ample room for meter and hose reels plus extra space for other uses. The rear compartment opens up with the doors entirely out of the way to give ample working space. One latch locks all three doors.

## . . . OR OPEN END



If you are in a section where there is not much ice and snow, the open end type rear is recommended. The meter is enclosed and there is a large tool box on the opposite side plus ample room for the hose in the center. If you do not use power hose reels, the rear compartment is designed so you can wrap the filter hose outside and the vapor hose inside of the rack. Either hose can be used separately.

## SPRAY NOZZLE FOR FASTER FILLING

Refrigerating principle lowers the pressure and makes the tank easier to fill.

## REAR MOUNTED PUMP STOPS LEAKS

When the pump is mounted on the truck chassis, the twisting and careening of the truck is murder on pipe connections. Master Engineers have designed a leak-proof truck tank with pump and pipe fittings, mounted as a single unit, on the rear of the tank.

## STREAMLINED BODY

The body has been streamlined to beautify its appearance. It is finished with a hot enamel process for high lustre and greater durability.

## NO PLUMBING INSTALLATION

The Time Saver comes completely installed on the truck of your choice. However, The Time Saver unit can be furnished for a "Do It Yourself" installation. There is no complicated plumbing job, for the entire pumping unit is mounted on the rear of the tank.



# ANNOUNCING . . .



## VAPOR TRANSFER PUMP Model LP

(COMPRESSOR)

An Original Concept in Transferring LP Gas

Recommended in Place of Bleeding  
because . . .

- ◆ The Cost is about One-Half that of An Engine-Compressor
- ◆ The Savings are 90% to 95% of Gas Normally Lost by Bleeding
- ◆ The Pump Speeds Up Transfer From 150% to 200%
- ◆ It's Easily Installed, Simple to Operate
- ◆ There's No Outside Power Required, Runs on Small Quantity of Vapor

For additional information write, wire or phone

### JOHN BLUE COMPANY, INC.

HUNTSVILLE, ALABAMA

Dependable Farm Equipment Since 1886

### How's this for Classified Advertising RESULTS

39 people answered a B-P News classified ad offering for sale a 30,000-gallon storage tank, and 12 of the replies were telegrams.

The next time you buy or sell in the LPG industry, use . . .

### BUTANE-PROPANE News Classified Ads

198 South Alvarado Street, Los Angeles 57, Calif.

"Help Wanted" ads in 8 different issues of B-P News brought an average of 15 replies per ad.

28 people wanted to buy an L. P. gas and appliance business offered for sale in B-P News classifieds. It took only a six line ad.

States, but he buys his domestic tanks from various American sources. He says the German steel is not of sufficient quality for the larger, more complicated, domestic tank.

An engineer by profession, Mr. Khalili appreciates the need for careful installation of all of his systems. The problem is particularly acute for his company because his customers generally are suspicious of anything new or "foreign." In order to eliminate the possibility of a word-of-mouth campaign against L.P. gas, Mr. Khalili's company sends out graduate engineers to supervise every installation. The systems he installs must withstand 280-lb pressure before they are approved for use.

Mr. Khalili arrived in Dallas from Los Angeles where he had been talking to various manufacturers of LPG equipment.

### Ammonia Firm Expands to Include LPG Distribution

Great Plains Service Inc., Ashland, Neb., has expanded its existing plant facilities to include a complete LPG bulk plant and operation. The company, formed last winter, was originally in the ammonia fertilizer business exclusively.

The new bulk plant consists of a 30,000-gal. storage tank with rail unloading, transport unloading, bulk truck filling, and bottle filling facilities. The entire plant is dual purpose (ammonia and LPG) and was designed and installed by Plains Equipment's Hi-Capacity flow designs, a bobtail filling rate of 90 gal. per minute is achieved.

The Great Plains Service president, Robert Blobaum, states that "The expansion enables us to give a complete farm service program and a balanced yearly work load for our personnel. Although the 30,000-gal. ammonia bulk plant is an entirely separate operation from the LPG bulk plant, by having both plants completely dual purpose, a maximum of flexibility is obtained during emergency conditions."

Other officers of the company are Donald Spracklin, vice president, operations; Bob Spooner, vice president, sales; and Paul Smith Jr., secretary-treasurer.

### Ark Valley Gas Expands With Tulsa Purchase

Marshall V. Perry, president of Ark Valley Gas Co. Inc. at Sand Springs, Okla., has purchased the Tulsa portion of Standard Fuels & Appliances Inc. This purchase represents a part of the expansion pro-



# New Ford Trucks for '56



*New capacities carry more load; new power moves it faster*

## Now! Most horsepower per dollar!

**NEW POWER!** More horsepower for your money than any other truck line—proved by comparisons of net horsepower and suggested list prices of all trucks!

**NEW CARRYING CAPACITY!** New bigger payloads. New higher-capacity tubeless tires on every model.

**NEW COMFORT AND SAFETY!** New Driverized Cabs! New, exclusive Lifeguard Design safety features.

**NEW STYLING!** New "leadership look" from Pickups to 65,000-lb. GCW tandem-axle Big Jobs!

Ford's big advancements for '56 can make more money for you than ever. Choice of eight new engines with *Short Stroke* design (reduces piston travel, cuts friction) and up to 26% more power. New *Driverized* Cabs with full-wrap windshields to cut driving strain.

New exclusive Lifeguard steering wheel and Lifeguard door latches give added protection in case of accident. New styling builds prestige for your business. *Now on display at your Ford Dealer's.*

### New Features for LP-Gas Distributors

● Here's a new *Money Maker*—the '56 Ford F-500, shown above. New time-saving power from 133-h.p. *Cost Cutter* Six or 167-h.p. *Power King* Y-8. It's the *only* choice of Short Stroke power in the "1½-ton" field!

New bigger brakes (366 sq. in. lining area). And, Power Braking is now *standard* with Y-8 engine—another Ford more-for-your-money feature! New higher-capacity *tubeless* tires, new 12-volt electrical system *standard*. *Electric-shift* 2-speed axle available. New 15,000-lb. GVW gives payload and body allowance as high as 10,495 lbs.!

gram planned by Ark Valley to enable it to complete its coverage of the Tulsa metropolitan area and give better service to all of its customers in the area.

Transfer of three delivery trucks, two service vehicles, 12,000 gal. of storage and bulk plant at Bixby, Okla.; two-way radio system, appliances, leased tanks, operating personnel, and approximately 500 customers was effective Aug. 1.

Mr. Perry also stated that Ark Valley will transfer all equipment and records to Sand Springs to consolidate the operation. Ark Valley

will continue to operate its bulk plants and storage at Keystone and Sand Springs, Okla. Standard Fuels will continue to operate under its own name at Jay and Salina, Okla. Bob Baker and Bob Bolt are vice presidents of Ark Valley; Paul Smith Sr. is secretary.

### August Range Shipments Set New Year Mark

Domestic gas range shipments took a big jump upward during August, registering the highest monthly figure of the year as well as the highest

gain over the same period last year, according to the Gas Appliance Manufacturers Association.

Edward R. Martin, GAMA's director of marketing and statistics, reported that during August 233,400 ranges were shipped to distributors and dealers, compared to 179,400 shipped during August 1954. This was an increase of 30.1%. It also bettered the previous high for the year set in March.

This makes a total of 1,512,900 ranges shipped during the first eight months of the year, a 16.2% increase over the 1,302,500 shipped in the same period in 1954.

August automatic water heater shipments have broken the previous record high for any one month while the total for the first eight months of the year has exceeded the annual sales of any year before 1950, according to GAMA.

August shipments were 271,000 units, a 30.9% increase over the same period last year and well in excess of the previous all-time monthly record of 259,600 units established in August of 1950. That was the peak year for gas water heaters.

### Whirlpool-Seeger Corp. Results from 3-Way Merger

Stockholders of Whirlpool Corp., St. Joseph, Mich., and Seeger Refrigerator Co., St. Paul, at special meetings in September approved the agreement of merger between the two companies and Delaware Appliance Corp. to form Whirlpool-Seeger Corp. The air conditioning and Estate Stove departments of RCA are included in the assets of Delaware Appliance.

The agreement of merger designated the following officers of Whirlpool-Seeger:

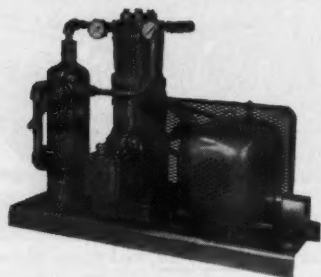
Walter G. Seeger, chairman of the board of directors; Elisha Gray II, president; Mason Smith, vice president and treasurer; John S. Holl, vice president, Seeger division; and Edward C. Cudmore, secretary.

### Stockholders for Merger Of Lion Oil and Monsanto

The merger of Lion Oil Co. into Monsanto Chemical Co., as agreed upon by the directors of both corporations in July, was approved by Monsanto and Lion stockholders at meetings held recently in St. Louis and El Dorado, Ark.

Lion Oil will be a division of Monsanto. T. M. Martin, former president of Lion, will serve as president of the Lion division and, in addition, he has been elected a vice president of Monsanto.

## Every Corken Customer has a Stand-by Pump...



with the  
Corken  
exchange  
plan . . .

Yes, the Corken exchange plan enables you to have a stand-by pump without investment by you! If you have a pump that needs replacing — all you have to do is contact Corken's, giving the model and serial number, and your stand-by pump is shipped to you C.O.D.

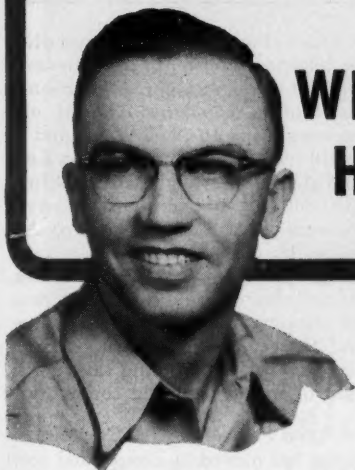
The exchange pump is yours, the old pump is repaired and you get back your deposit less the repair charges. It's the best deal in the industry and just one of the many reasons why it PAYS to own a Corken Good Pump.

**CORKEN'S**  
INCORPORATED

P. O. Box 1062 • Okla. City

Eastern Office  
935 Madison Ave. • Plainfield, N. J.

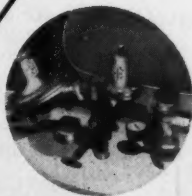




Maurice Peters,  
Sales Manager  
Caldwell Gas & Electric Co.  
Goodland, Kansas

## 'THROUGHOUT THIS PAST WINTER SEASON, WE DID NOT HAVE ONE SERVICE CALL...'

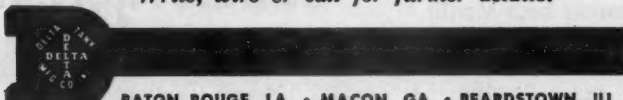
"... We have quite a few systems equipped with the Delta Control Units that have an unusually heavy vapor withdrawal. We know that if trouble should occur, that would nullify all your claims, it would surely turn up on these installations. We can truthfully say that throughout this past winter season, we did not have one service call, nor at any time did the burner equipment operating from the DCU starve for the lack of sufficient gas..."



## IT'S HOT AS BLUE BLAZES!

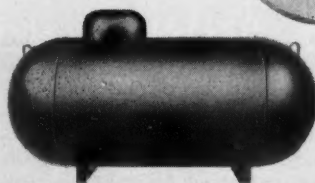
You get **CONSTANT BURNER PRESSURE** at appliances when you install Delta's **BLU-BLAZE** System with the exclusive Delta Control Unit. This eliminates costly, constant service calls to adjust appliances. You pocket the savings on service costs.

*Write, wire or call for further details.*



BATON ROUGE, LA. • MACON, GA. • BEARDSTOWN, ILL.

EXPORT OFFICE: INTERNATIONAL TRADE MART, NEW ORLEANS, LA.  
MANUFACTURERS OF PRESSURE VESSELS AND OIL FIELD EQUIPMENT



TRUCK TANKS



BULK STORAGE



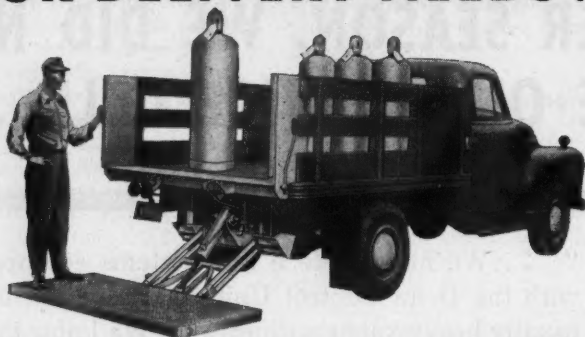
TRANSPORTS



I. C. C. CYLINDERS



# NOW...WHICH *SIZE* FITS YOUR DELIVERY NEEDS?



## NEW ANTHONY "LIFT GATE" For ¾-Ton and Larger Trucks



Model No. 146 handles up to 4000 lbs. on heavy trucks and semi-trailers.



Model No. 145 handles up to 2000 lbs. on 1½-Ton and larger trucks and semi-trailers.



Model No. 130 for Pick-up Trucks with steel express bodies.

This new lower priced Anthony Model No. 144 "LIFT GATE" handles loads up to 1000 lb. (other sizes from 800 to 4000 lbs. are available). Lift Gates in all sizes let one man do the work of three or more when loading or unloading a truck with heavy bulky freight—and in one-third the time. Loading and unloading is done with ease by moving one conveniently located lever to control the powerful hydraulic action of the "LIFT GATE". With the time saved in loading and unloading you can double your deliveries. Damage to merchandise and personnel accidents are greatly reduced. One "extra" delivery each day will pay for your Anthony "LIFT GATE". Write today for complete information.



**ANTHONY COMPANY**  
Streator, Illinois  
5510

## News Notes

Three Magic Chef salesmen, a divisional sales manager of the company, and the sales manager of a Phoenix distributing company enjoyed all-expense trips to New York and a world series game last month as a result of winning Magic Chef's "Slug-fest Series." Magic Chef salesmen winners were E. M. Malcolm, Atlanta; H. J. Moody, Dayton; and Louis M. Kochman, Los Angeles. Russell Jarrett of Los Angeles was the winning divisional sales manager and Jack Connolly, of Arizona Supply Co., was the winning sales manager of the distributing company.

United Petroleum Gas Co., Minneapolis, has moved into expanded new offices at 4820 Elcelsior Blvd., Minneapolis. The company's operations began in the new location about mid-August.

Mercury Oil & Butane Co. of Shreveport Inc., service station, 424 Huron, has been granted charter of incorporation listing capital stock of 500 shares no par value. The company has also been incorporated in Lafayette and Ruston, La.

Horn & Cox Inc., Los Angeles, has been appointed distributor for Servel gas refrigerators in 11 counties of southern California. The appointment became effective Oct. 1.

Saluted in the "double anniversary" issue of *Valve World*, external house organ published by Crane Co., Chicago, is the gas industry and its contributions to the better living enjoyed by Americans today. The issue celebrates the 50th anniversary of the magazine and the 100th anniversary of Crane Co. Two pages of the publication are devoted to an illustrated sketch called "Gas—Invisible Giant of Energy."

Propane Corp., Baton Rouge, La., has been granted Mississippi permit (charter), listing capital stock of \$150,000.

Temco Inc., Nashville, Tenn., has been voted the "Joshua" award for distinguished use of matchbook advertising, according to the Match Industry Information Bureau. A panel of leaders in advertising selected the Temco matchbook for most effectiveness, promotionally. Selection was on the basis of the merchandising value of the five appliance units illustrated on the inner surface of the match cover, and the slogan, "builder of over 1½ million gas appliances."

Keep Up with L. P. gas  
Developments Each Month

**BUTANE-PROPANE**  
*News*

by subscribing to

198 SOUTH ALVARADO STREET, LOS ANGELES 57, CALIFORNIA

See Page 2 for Foreign Rates

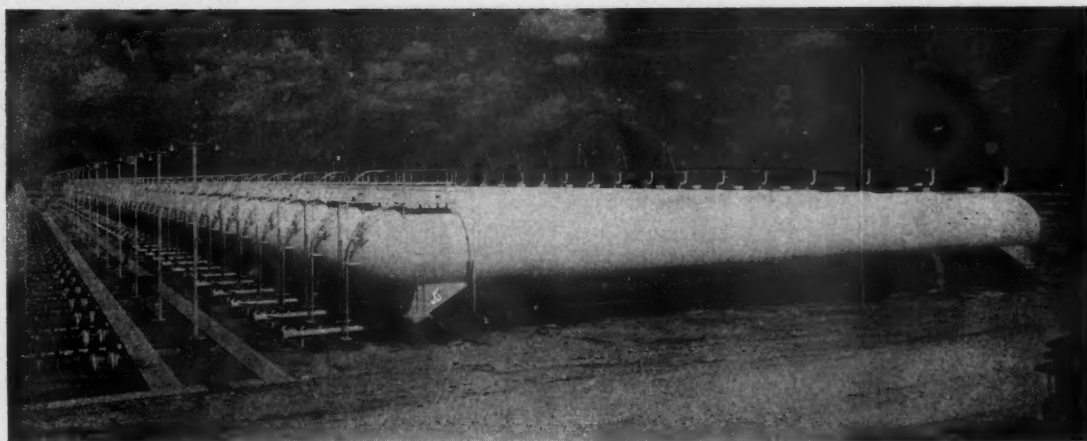
☐ Check herewith ☐ Bill me ☐ 1 year \$2.00 ☐ 2 years \$3.00

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## Major Refiner Buys A Battery Of 65,000 Gallon LPG Storage Tanks From McNamar

This purchase of battery of large storage tanks by billion-dollar oil and refining company is proof that McNamar can supply any size LPG tank you want.

Whether it's a 115 gallon domestic system or a 6000 to 30,000 gallon storage tank, McNamar can always meet your requirements . . . for size . . . quality of workmanship . . . speed of delivery.

### ● Reasons Why Your Next Tanks Should Be McNAMAR'S



1. McNamar's are UL approved Tanks.
2. They meet all requirements of all states.
3. McNamar's are built under the new ASME code.
4. They also meet all requirements of the old ASME U-69 code.
5. McNamar's are X-rayed to meet the requirements of the new ASME code.



*f.i.t. rates apply on  
all shipments from  
McNamar.*

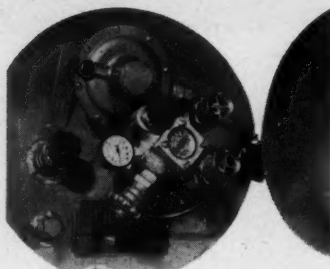
*Now! McNamar stands on its record of  
performance. When you buy McNamar,  
you've bought the best tank money can buy.*



Check with McNamar for the best buy in truck  
tanks and transports tailored to fit your needs.

**McNAMAR**  
BOILER & TANK CO.  
BOX 868 • TULSA, OKLAHOMA

*I think it's Swell ...  
it's a BAGWELL !*

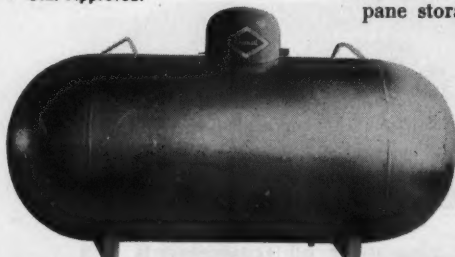


- Dry tank minimizes freeze-up.
- Separate 1 1/4" fill valve.
- Full width strap legs.
- Large safety-plus orifice regulator.
- One piece extra heavy drawn steel dome.
- Easy to read "senior" size float gage.
- Bottom plug makes cleanout easy.
- ASME U69.
- U.L. Approved.

Customers appreciate Bagwell General Propane Tanks. Our dealers tell us so. And bulk plant operators agree that the consumer has to be satisfied with the tank to be satisfied with his service.

That's one of the reasons we stay alert and make every effort to offer you the best tanks and the fastest delivery possible at the best competitive price.

We've met the demands of many dealers, and we'd like an opportunity to satisfy your needs for propane storage tanks.



**Get Our Offer  
Before You Buy ...**

**Call Us COLLECT  
TODAY!**

**BAGWELL GENERAL**

Call us: **STEEL COMPANY** Write us:  
Sapulpa 2680 P. O.  
Tulsa HI 6-8500 **SAPULPA, OKLAHOMA** Box 391

## ASSOCIATIONS

### Idaho Convention Draws 70 Industry Members

The Idaho Liquefied Petroleum Gas Association's annual convention at Sun Valley, Idaho, Sept. 2-3, was attended by nearly 70 industry members.

Speakers included C. C. Owen, Surface Combustion Corp., Columbus, Ohio; L. S. Reagan, Webster Engineering Co., Tulsa; Art Horn, Carrier Corp.; George Carpenter, president, Idaho Natural Gas Co.; and W. D. Waggoner, Servel Inc., Evansville, Ind.

During the conference, the membership voted to amend its constitution, making it possible to elect two directors at large, rather than to continue the election of four district directors to the board.

Wilton C. Jackson, Ideal Gas & Appliance Co., Nyssa, Ore., was elected president for the 1955-1956 year; Vinton L. Stanfield, Gooding Gas & Appliance Co., Gooding, Idaho, was elected vice president; and Max Hobson, Lang Co., Boise, Idaho, was elected secretary-treasurer. Val Black, Northwest Butane Gas Co., Salmon, Idaho, and E. L. Rehkopf, Liquid Gas & Appliance Co., Twin Falls, Idaho, were elected directors at large.

President Jackson announced that the next meeting is scheduled for early spring and will be held at Pocatello, Idaho. Dates will be announced later.

### More Than 80 Attend New England Service School

Despite a curtailment of registrations because of the serious floods in central Massachusetts and Connecticut, more than 80 service and installation men from New England attended the sixth New England L. P. Gas Service School held at Lowell (Mass.) Technological Institute on Sept. 6-9.

The three-day work session stimulated and informed an attentive group of students with classes beginning at 9 a.m. and continuing through to evening sessions from 7 to 9 p.m. The group was welcomed by President Lydon of Lowell Tech. At the end of the school, each student was presented with a certificate of completion.

Making this school different from any previously held in the New England area was the breaking up of the students into two groups—fundamental and advanced. For men who



The New Guide Ring on the Parkhill Safety Hose Nozzle has a life expectancy of the Nozzle itself. It is made of aluminum alloy that is much lighter and stronger. Bearing surface has been treated so it is about the hardness of a diamond. Result is a guide ring that stays tight on body, cuts repair costs to absolute minimum.

**Parkhill**

**New Guide Ring  
Cuts Wear On  
PARKHILL  
NOZZLE**

**PARKHILL COMPANY**

2264 Huntington Drive, San Marino, Calif.



# Preferred for Precision and Performance

## IN BUTANE-PROPANE SERVICE

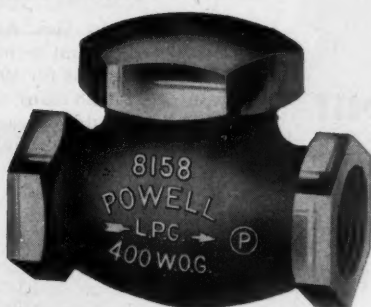


FIG. 8158\*—Bronze "L. P. G." Horizontal Lift Check Valve for 400 Pounds W. O. G.

Powell Valves are the choice of engineers because they know every valve is precision made, meeting every specification—every time.

And there are other good reasons why engineers prefer Powell Valves—because Powell Valves are dependable . . . economical . . . and Powell has the COMPLETE quality line of valves.

Consult your Powell Valve distributor. If none is near you, we'll be pleased to tell you about our complete line, and help solve any flow control problem you may have.

The Wm. Powell Company 109<sup>th</sup> year  
Cincinnati 22, Ohio...

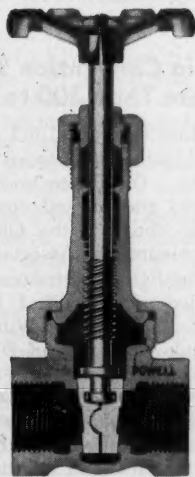


FIG. 8375 (Sectional)—Bronze "L. P. G." Gate Valve for 400 W. O. G.



FIG. 8151\*—Bronze "L. P. G." Angle Valve for 400 Pounds W. O. G.

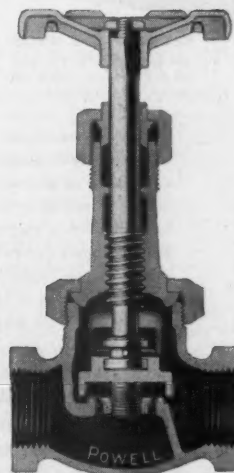


FIG. 8150\* (Sectional)—Bronze "L. P. G." Globe Valve for 400 Pounds W. O. G.

\*Underwriter approved.

# POWELL VALVES

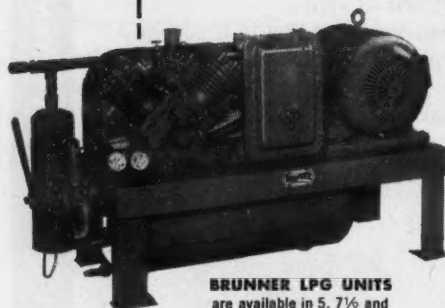


Students and instructors pose for class photo at close of 6th annual New England L. P. Gas service school.

**You can pay  
for this**



## LP GAS TRANSFER UNIT



**— with the  
GALLONAGE SAVINGS  
you'll get  
every time you  
empty a tank car!**

**BRUNNER LPG UNITS**  
are available in 5, 7½ and  
10 H.P. models — easy to  
install, easy to service.

Yes, the savings in time and gallons (up to 540 gallons more from a 10,000 gallon tank car) soon pay for your Brunner LPG Transfer Unit—keep on paying big dividends every time you use it! The reason, of course, is that the Brunner Unit not only quickly transfers all liquid to your storage tank—but also removes and liquefies gas vapors remaining in the tank car. With a simple turn of a valve, residual vapors in the tank car are removed down to recommended pressures of 15 to 20 lbs. per square inch. See the Brunner LPG Unit—see why no liquid pump can give you such savings!

**WRITE FOR FREE BOOKLET** that shows how to set up a highly efficient "tank car to storage" transfer system—describes the many safety and long life features of Brunner LPG Units.



**BRUNNER MANUFACTURING COMPANY**

Dept. E-1155, UTICA, N. Y., U.S.A.

The Brunner Co., Gainesville, Ga.

In Canada: Brunner Corp. (Canada) Ltd., Toronto, Ont.

# BRUNNER

**... the name to look for on  
INDUSTRIAL  
GAS COMPRESSORS**

had attended previous service schools or with more than three years' experience in this field, an advanced section was formed with instruction geared to men with experience. Those with less background attended the fundamental section courses, which catered to more basic service and installation problems.

The school also featured a question-and-answer period that provided an opportunity for class participation; the Bureau of Mines demonstration, "Magic of Fire"; and a conducted tour of the Lowell Gas Co. plant.

John D. Stone, Gas Inc., Lowell, is chairman of the education committee of LPGA District 10.

### Western Association's Safety Training Continues

Western Liquid Gas Association has completed its first series of safety training programs for 1955. Meetings were held in 18 cities, with more than 500 registrants representing 130 dealers. More than 1000 firemen and LPG employees attended the series of fire control demonstrations held concurrently with the safety training meetings.

The second series which this association will conduct in 1955 will feature a driver's safety training program in connection with highway and traffic hazards. The California Highway Patrol is making a mobile safety testing unit for use in connection with this program.

### Ohio Convention Attracts More Than 200 to Columbus

More than 200 LPG dealers gathered at the Neil House hotel in Columbus, Ohio, late in September to attend the annual convention and trade show of the Ohio Liquefied Petroleum Gas Association.

Highlights of the convention included talks by W. J. Loufman, director of the Fleet Wing division of Standard Oil Co. of Ohio, on "The Petroleum Industry," and by Fire Marshal C. M. Scott, who presented a review and analysis of the new Ohio regulations for handling and storing LPG. In addition, reports were presented on the atomic bomb test in Nevada by Walter Verkamp, president of Verkamp Corp., and on the LPG promotion program by George Schulte, acting secretary of the LP-Gas Information Service.

Newly elected officers are F. J. Rupert, Ohio Gas & Appliance Co., president; Harold Brumby, Suburban Gas, vice president; William Auxier, Auxier Gas, secretary-treas-

# THIS KIND OF LPG TALK **PAYS OFF**

**in greater sales and  
customer satisfaction**

"TRUCK 2 TO DISPATCHER:  
AT JOHNSON FARM—MRS. JOHN-  
SON NEEDS EMERGENCY REPAIRS.  
SEND SERVICEMAN."

"DISPATCHER TO TRUCK 3:  
WHEN YOU'RE FINISHED THERE,  
GO 2 BLOCKS SOUTH TO 729  
WINSLOW. CUSTOMER EMPTY,  
AND NEEDS FUEL RIGHT AWAY."

"TRUCK 6 TO DISPATCHER:  
I'M ON ROUTE 71, MILE EAST  
OF 2, WITH BROKEN FAN BELT."

In this highly competitive business, Degree/Day records have helped keep customers happy with regularly scheduled deliveries. But how about non-regular sales that build volume and bring in new customers . . . or the customer whose tank unexpectedly runs dry, or whose system develops a leak?

Here is where Motorola 2-way radio is giving aggressive dealers *instant* contact with the driver nearest the order and getting the gas delivered—fast!

Besides helping you win new customers with good service, Motorola radio does many other jobs. Drivers can get any on-the-spot instructions from the office . . . they can make their en-route check-ins by radio, saving time and eliminating toll calls. Radio brings help in a

hurry when a truck breaks down, cutting out-of-service time.

Most important, with 2-way radio you get more from each truck. LP Gas users report that Motorola radio boosts truck productivity 25%.

We have a Motorola radio specialist near you. Let him show you why more LP Gas dealers choose Motorola than any other. Inspect a Motorola unit . . . check its crisper voice quality, more sensitive receivers, lower battery drain, and the radio chassis that's built for rugged service and long life.

Financing is no problem . . . you can have Motorola 2-way radio on purchase, time payment, or lease (with or without equity). Under one plan, it's approved by the LPG Credit Corp. with only 10% down payment. Get the facts—write, wire or phone TODAY.

## MOTOROLA

2-WAY RADIO

MOTOROLA COMMUNICATIONS & ELECTRONICS, INC.  
A SUBSIDIARY OF MOTOROLA, INC.  
4501 AUGUSTA BOULEVARD • CHICAGO 51, ILLINOIS  
ROGER MAJESTIC ELECTRONICS LTD. TORONTO, CANADA



Motorola consistently supplies more mobile and portable radio than all others combined.

Proof of acceptance, experience and quality.

The only COMPLETE radio communications service—specialized engineering . . . product . . . customer service . . . parts . . . installation . . . maintenance . . . finance . . . lease.

"The best costs you less—specify Motorola."



# Butane Propane

## Carter

A name associated with the oil industry since Sisterville, West Virginia, in 1893 . . . over 60 years of experience.

CARTER'S reputation for dependability, which has been earned during these years, is yours when you buy LP gas from Carter.

Call CARTER when you need Butane or Propane — for domestic or industrial purposes — and you call an unexcelled supplier, with unexcelled products.

**THE CARTER OIL COMPANY**  
**TULSA, OKLAHOMA**

## WANTED: Technical Writer

We need a technically trained man under 35 for the editorial staff of BUTANE-PROPANE News. He should have a background of mechanical engineering and experience in LPG or Gas Operations — with emphasis on equipment. He should be able to write clearly and cleanly and have done some work in preparing reports. He should have an inquisitive mind and like to probe into the "Why" of things, and be able to explain to others what he has found out.

Experience in magazine or newspaper production as well as photography is desirable, but not essential.

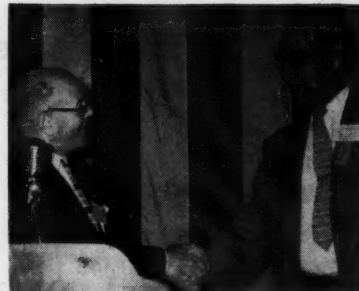
Duties will include field trips to gather data for original articles.

*Application by letter only. Send details to:*

**BUTANE-PROPANE News**

198 SO. ALVARADO STREET • LOS ANGELES 57, CALIFORNIA

urer. New directors are Floyd Grable, Youngstown Propane; Ed Mulligan and Al Davis, both of Realgas Inc.; K. E. Iles, Hockins Valley Gas; B. F. Handley Sr. and William Gelison, both of Modern Gas Service. Outgoing President W. H. Everett is chairman of the board for the coming year.



Outgoing President Everett (left) congratulates his successor, Floyd J. Rupert, who had just been elected president of the Ohio LPGA at the groups' annual convention and trade show.

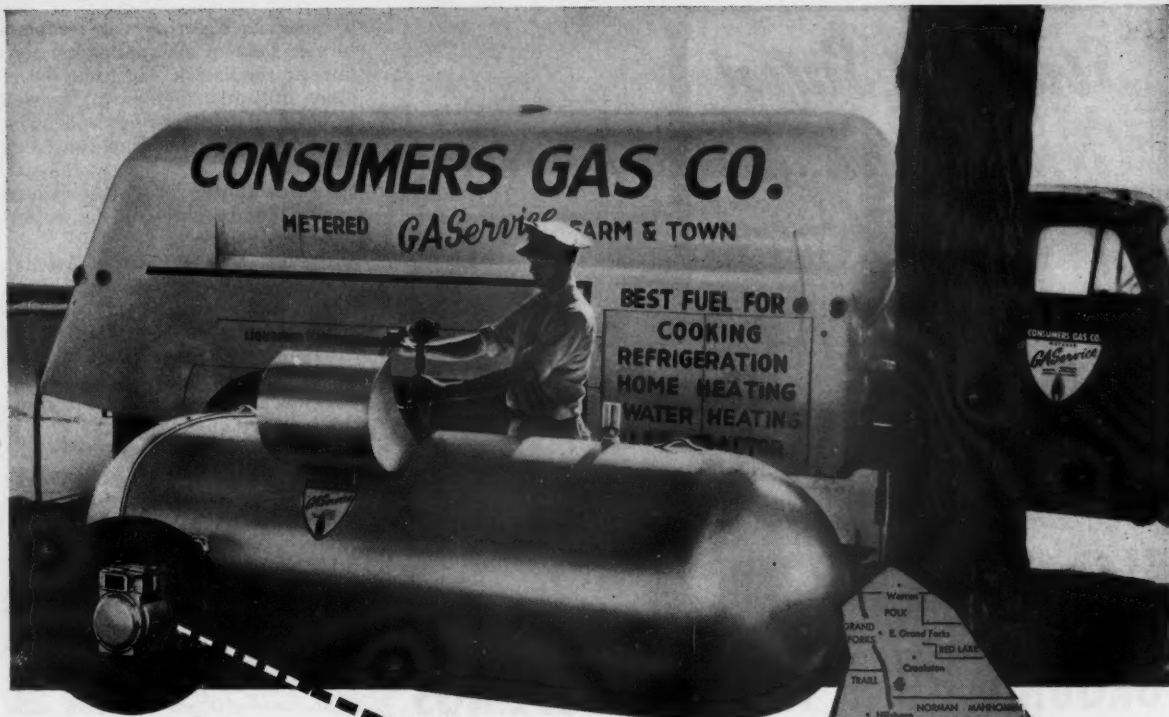
## LPGA Directors Approve Important Projects

The board of directors of the LPGA held its regular fall meeting on Sept. 15 at Lake Placid, N. Y., with President C. J. McAllister, Parlett Gas Co., Waldorf, Md., in the chair. The governing body heard reports from the standing committees, approved 109 membership applications, and gave its approval to numerous projects touching on industry promotion, employee training, load balancing, safety, technical standards questions, appliances and weights and measures.

The L. P. gas industry's proposal for an all-gas promotion to combine sales-slanted activities of the L. P. and utility gas fields will be presented to the American Gas Association, leading utility gas organization, by Mr. McAllister, A. H. Cote, Suburban Propane Gas Corp., and A. E. Bone, Eastern Propane Co. The trio was instructed to seek some means of conducting a unified gas promotion effort that might be sponsored by LPGA, AGA and numerous allied industries and associations.

Final approval of an educational project that will produce a service reference manual useful to dealers for both class instruction and home study was given, and an appropriation approved to get the project under way.

In asking approval for the reference manual Educational Committee Chairman W. A. Schuette, Hausgas Inc., said it would comprise a series



## CITY-TYPE METERED SERVICE for the Red River Valley

Consumers Gas Co. of Detroit Lakes, Minn.  
pioneered distribution of LP-Gas through mains.

Serving the highest concentration of LP-Gas customers per unit of area and density of population covered, Consumers Gas Company of Detroit Lakes, provides the ultimate in efficient service to both urban and rural customers with the aid of the watch-like precision accuracy of American® LP-Gas meters. Standard tank distribution is used for customers "beyond the mains".

All customers' tanks are supplied automatically, on the basis of meter readings, assuring uninterrupted city-type service at all times. Customers pay only for what they use, measured by the most accurate method known — the displacement meter. This same exact method of measurement is provided by progressive LP-Gas companies and utilities all over the world.

American LP-Gas Meters are manufactured with the same care that has made American Gas Meters the standard of accuracy for the Gas Industry for 119 years. And American Meter Company has produced more of the 29,000,000 gas meters installed in America than all other manufacturers combined.



Consumers Gas Co. metered service is geared to the needs of large or small users in town or beyond the mains. Every customer can have every modern gas convenience: cooking, refrigeration, automatic water heating, clothes drying, house heating and incineration.

# AMERICAN<sup>®</sup>

## METER COMPANY

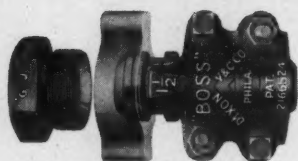
INCORPORATED (ESTABLISHED 1928)



GENERAL SALES OFFICE: 1513 Race Street, Philadelphia • Albany  
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SUPPLIERS TO THE GAS INDUSTRY for Ironcase, Tinned Steelcase, Aluminumcase and Welded Steelcase Meters • American-Westcott Orifice Meters • Instruments • Reliance Regulators • Provers • Apparatus

*Strongest, Safest  
Connections...for  
All L-P Hose!*



## "GJ-BOSS" STYLE X-34 GROUND JOINT FEMALE COUPLINGS

*Unequalled in strength, durability and safety! That's why more and more "GJ-Boss" Couplings are being used on hose handling L-P Gas . . . at bulk plants . . . on carloading rigs . . . and other installations. All parts are steel or malleable iron, thoroughly rustproofed. Furnished with super-strong "Boss" Offset and Interlocking Clamps. Ground-joint union between stem and spud forms leakproof, trouble-free seal. Sizes 1/4" to 6", inclusive. Also available in washer type, and with companion "Boss" Male Couplings. Stocked by Manufacturers and Distributors of Industrial Rubber Products.*

# DIXON *Valve & Coupling Co.*

GENERAL OFFICES & FACTORY—PHILADELPHIA 22, PA. BRANCHES—CHICAGO  
BIRMINGHAM • LOS ANGELES • HOUSTON • DIXON VALVE & COUPLING CO., LTD., TORONTO  
ASSOCIATE COMPANIES—BUCK IRON COMPANY, INC., QUAKERTOWN, PA. • PRECISION DRAWN STEEL COMPANY, CAMDEN, N.J.

## Water Repellent, Ozite Padded Cylinder Covers



- Prevents scratching and chipping of Cylinders in transportation.
- Cuts down on your paint bills.
- Saves labor cost in keeping Cylinders clean and fresh.
- No clanging or rattling during transportation.
- Always fresh, clean Cylinders for your customers.
- Easy on truck drivers' nerves—no noise!
- Padded Covers makes booming by chain unnecessary.
- Slips on easy—no loss of time. Will last for years.

**Manuf'd by Cylinder Protection Co.**  
P. O. BOX 166, BOONVILLE, INDIANA  
**DISTRIBUTORS WANTED**

of booklets covering the complete service field of all appliances, containers, regulators, carburetion and other utilization equipment as well as basic L. P. gas service and training information. A team consisting of a technical writer and LPG specialists will prepare the manual under the direction of the educational committee.

The directors also approved a plan to form an off-peak use division within the marketers section to stimulate summer use of L. P. gas through development of such applications as the tractor load, flaming, pumping and industrial business that has a heavy summer peak. This is the outcome of an analysis of the load balancing problem presented in the "Beyond the Mains" pages of the February 1955 issue of BUTANE-PROPANE News.

The summer load division is to be a part of the marketers section. This arrangement was worked out by the organization committee, and will coordinate activities along these lines already being carried out by various association groups. The plan calls for a guiding body composed of producers, marketers, carburetor and agricultural flaming equipment manufacturers, and equipment distributors. President McAllister was authorized to pick a name for the new unit and to appoint the members.

Other board actions included:

Election of R. R. Moulden, Moulden Supply Co., as Mississippi state director.

## Six New Members Elected By Gas Appliance Group

Six companies have been elected members of the Gas Appliance Manufacturers Association, according to H. Leigh Whitelaw, managing director of the trade group, bringing the total membership to 589 companies.

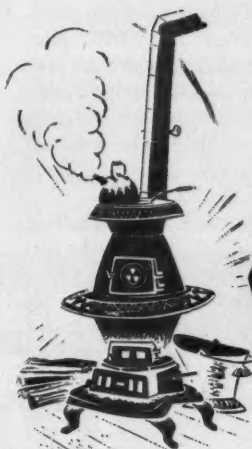
The newly elected members are: Edgewood Manufacturing Co., Baldwin Park, Calif., maker of circulating gas water heaters; Webster Valve Co., West Franklin, N. H., manufacturer of pressure and temperature relief valves; Star Metal Manufacturing Co. Inc., Philadelphia, maker of gas hot food serving tables and gas coffee urn equipment; American Kitchen Division of the Avco Manufacturing Corp., Connersville, Ind., manufacturer of kitchen cabinets, dishwashers and vent fans; Steven Manufacturing Corp., Nashville, Tenn., maker of domestic cooking appliances; and Wheelco Instruments Division of Barber-Colman Co., Rockford, Ill., manufacturer of combustion safeguards.



"Sure . . . . .  
we've  
got  
hot  
water  
heaters!!"

There are all kinds of hot water heaters. Actually, that pot-belly stove with a kettle on it is one . . . but you would not install it in your customer's home today!

Instead make a satisfied customer and add to your profits by selling the newest in hot water heaters . . . the one everybody is talking about . . .



Another  
**Waldorf!**  
**Winner!**  
LOW-PRICED  
Gas DRYERS  
WITH HIGH  
PRICE FEATURES

16 to 20 lb. wet weight capacity . . . "Stay cool" enamel cabinets . . . and truly accessible lint traps. Safe . . . easy to install . . . simple to operate!



30-GALLON SIZE

VENTED MODEL 24,000 BTU Input  
UNVENTED MODEL 5,000 BTU Input

## The **WALDORF** *Glass Lined* LP GAS TABLE TOP WATER HEATER

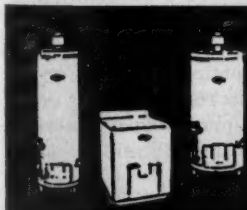
Fits flush against the wall • porcelain enamel top • Fiberglas insulation



Waldorf Heaters are also available in Round 20, 30 Tall, 30 Short, 40 and 75 Gallon Sizes.



Mail This Coupon Today and Get the Whole WALDORF Story!



**WALDORF  
HEATER  
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PHILADELPHIA 2, PA.

**WALDORF HEATER COMPANY, Dept. 11**  
1421 Chestnut Street, Philadelphia 2, Pa.  
Tell me more about your  
WATER HEATERS AND DRYERS.

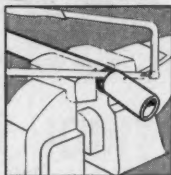
NAME \_\_\_\_\_  
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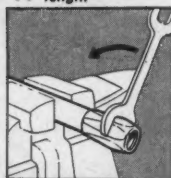
WITH  
**STRATOFLEX**

## Hose and Fittings

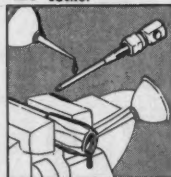
Making up hose assemblies in your own shop or in the field often saves valuable time. The cost of replacing hose lines can be drastically reduced by installing new STRATOFLEX Hose and reusing the detachable fittings. It pays to keep on hand a supply of STRATOFLEX Hose and reusable Fittings. Order from your dealer or write for Bulletin S-2.



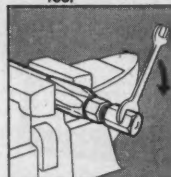
1. Cut hose to length



2. Screw on socket



3. Oil inside and insert assembly tool



4. Screw swivel nipple or male fitting into socket and remove tool



STRATOFLEX, INC. FORT WORTH, TEXAS  
P. O. BOX 10398

BRANCH PLANTS  
LOS ANGELES AND TORONTO  
SALES OFFICES

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IN CANADA  
STRATOFLEX OF CANADA, INC. TORONTO 18, ONTARIO

## The Radio Freeze Is Off: Here's What It Means

THE freeze on new radio facilities for LPG dealers see (*BUTANE-PROPANE News*, May 1955, page 102) is now off, and operators may once again install and operate such systems. This time, however, they'll be working under a different set of rules. Now they have their own classification.

LPG men have been installing two-way radio in their trucks and offices for more than five years. In spite of this fact, it has only been within the past few months that the Federal Communications Commission has formally recognized the eligibility of the industry for licensing.

In the past, licenses for L. P. gas dealers were granted under the then existing "Highway Truck" FCC rules which covered organizations engaged in the business of transporting materials between urban areas or in rural districts. Within the cities, "Citizen's Band" licenses were granted on the basis that L. P. gas dealers in urban areas were not otherwise eligible for radio. Now the classification of liquid fuel dealers has been recognized as a distinct group.

The first moves began several years ago, culminating in the initiation of formal proceedings late in 1954. In August 1955, FCC took the first formal action including L. P. gas dealers under the "Special Industrial" category. Organizations engaged in delivery of liquefied petroleum gas to consumers are permitted to install two-way radio for use outside cities of 50,000 or more population. The wire line remote control unit may be located within the city but the base stations and mobile units are permitted to operate only in smaller towns and in rural areas.

A month later, on Sept. 7, the final rules on the "Special Industrial" service were adopted which included the previous action plus establishing eligibility for use of the radio system in heating and refrigeration maintenance and repair activities. Concurrently, the FCC adopted several policies with

respect to existing licensees.

Those L. P. gas dealers currently operating under the Highway Truck rules will continue to operate under their present status. The licenses of dealers complying with the new "Special Industrial" rules will automatically be transferred from the Highway Truck category to the new category as license renewals, modifications or assignments are applied for. Those licensees under the Highway Truck rules who are located within cities of 50,000 or more population will continue to operate under those rules until March 1, 1960, at which time they will be required to comply with the new rules. Citizen's Band licensees within the metropolitan areas are unaffected.

The area restriction is currently imposed to preclude a channel congestion and interference situation which cannot be readily rectified in the future. The limited number of channels available, if fully occupied within a crowded metropolitan area, could pose serious future problems if allocated prior to a careful study of effects.

A temporary restriction appears on all licenses being issued which prohibits use of radio for maintenance and repair functions. But after Nov. 1 this restriction will no longer appear on the licenses.

These new rules open the way toward granting of licenses to all L. P. gas dealers who require radio for efficient conduct of their business. The temporary freeze is no longer in effect. Although FCC is continuing further studies of use and channel allocation in the "Special Industrial" radio service, the results of these studies will not be available for several years. The current rules are firm and will remain in effect for the coming years. As usual, FCC will follow a policy which allows those organizations demonstrating the need for radio to continue its use. Further rule making, if enacted, is likely to continue or expand present eligibility and utilization rather than restrict it. ■

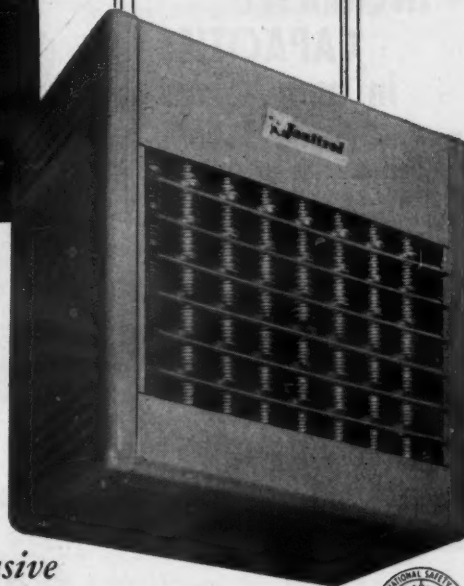
# New...Improved!

# Janitrol

**MODEL  
UCS**

## FINEST UNIT HEATERS BUILT!

Janitrol's 50 years of heating experience is incorporated in the design of the new Model UCS Unit Heaters. These new models are packed with new and improved features that again establish Janitrol's design leadership. Each of these improvements will make your Janitrols easier to sell, install and service.



**New**

**EXCEPTIONAL QUIETNESS.** An all-new acoustical design. Rubber-cushioned fan blades and motors, combined with dynamic balancing give a new standard for quiet operation.

**New**

**COMPACT DESIGN.** The smaller size gives more "head-room" . . . extra clearance between bottom of the unit and the floor below.

**Exclusive**

### MULTI-THERMEX HEATING HEART

The time-proven Janitrol design combination: Multi-Thermex heat exchangers with their exceptional record for long life . . . turbulator baffles which transfer heat rapidly . . . Amplifire ribbon burners for clean, quiet, uniform combustion. . . no flame impingement or hot spots.



**Exclusive**

### SAFETY OVERHEAT CONTROL

Extra protection for both the unit and the owner's property. If unit overheats, the gas valve closes and the fan motor starts . . . both automatically.

WHOLESALESALES AND CONTRACTORS. Write today for complete information on these new Janitrol models.



### SALES HELPS FOR YOU

Make unit heater selling easier with the full line of Janitrol sales tools . . . product folders, case histories, envelope enclosures and specification sheets. They are all available from Janitrol free of charge or below cost. Ask for them!

# Janitrol

HEATING AND AIR-CONDITIONING  
DIVISION

Surface Combustion Corporation, Columbus 16, Ohio  
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# Redesigned!

Paracoil **LPG** vaporizers

(STEAM TYPE)

**SERIES 48E**

• **REDUCED OVERALL HEIGHTS**

• **INCREASED CAPACITIES in many sizes**

STANDARD PRODUCTION MODELS TO 6000 G.P.H.

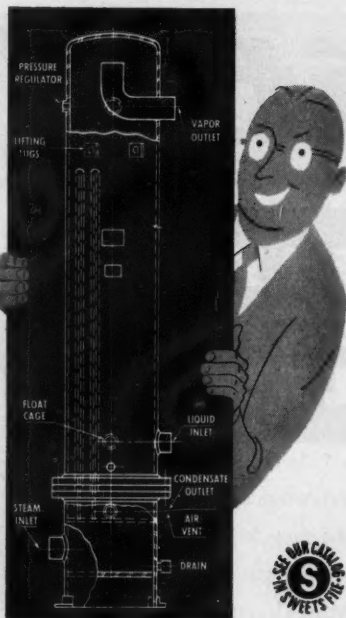
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Write for

**NEW data and prices**

**DAVIS ENGINEERING CORPORATION**

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## TRADE

### Cartwright Succeeds Carney As Coleman L.A. Manager

Wilson C. Cartwright, national accounts sales manager of the Coleman Co., Wichita, Kan., has been appointed manager of the Coleman Los Angeles branch.



**W. C. Cartwright**

Mr. Cartwright succeeds Lawrence R. Carney, manager since 1951 of the Los Angeles sales office, who is now regional sales manager for the Pacific Northwest and northern Rocky Mountain states.

As manager in Los Angeles Mr. Cartwright will direct sales and service with Coleman dealers in southern California and Arizona.

A. A. Courtney, former regional sales manager for New England, succeeds Mr. Cartwright as national accounts sales manager.

### Heinis Is New General Manager Of Rheem Products Division

Vearl J. Heinis is the new general manager of the Rheem products division of Rheem Manufacturing Co.

This announcement was made by R. S. Rheem, president, in reporting action of the company's board of directors, in which G. M. Greenwood, formerly treasurer, became chief financial officer and Gordon W. Mallatratt, the previous general manager of the Rheem Products division, became secretary and treasurer. Both Mr. Greenwood and Mr. Mallatratt are vice presidents of Rheem.

Mr. Heinis moves into his new position of general management after having been general sales manager of Rheem Products.

### Two New Regional Managers Appointed by Reo Motors Inc.

Reo Motors Inc. has named two new regional managers. Karl Pearson, former regional manager for the Autocar division of White Motor Co., heads the Midwest region, with headquarters in Detroit. His area is composed of Ohio, West Virginia, western Pennsylvania, Kentucky, Indiana, Michigan, Illinois, Wisconsin, Minnesota, and Iowa.

Mel Taylor, who joined Reo as national fleet sales manager shortly

**MORE for your MONEY with RECTORSEAL #2**



**CLEANER!  
SMOOTHER!  
ECONOMICAL!**

**CLEANER!** Rectorseal doesn't stain hands, clothes, customers' premises. Easily and quickly removed with lacquer thinner.

**SMOOTHER!** Finely ground and homogenized Rectorseal is free of foreign matter. It does not settle out.

**ECONOMICAL!** There's no waste. Original consistency is restored by Rectorseal thinner or any good grade of lacquer thinner.

**FREE SAMPLE!** Write for yours today, giving name of nearest jobber.

**RECTORSEAL, Dept. "A"**  
2215 Commerce St. Houston 2, Texas

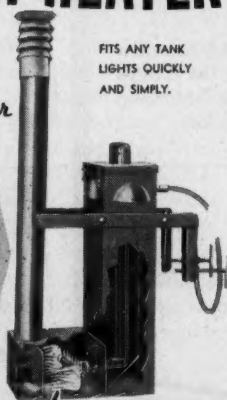
**RECTORSEAL #2**

MAKING THE L.P. GAS INDUSTRY SAFER

## the Broyhill HANDI-HEATER

*a bottle gas stock tank heater*

FITS ANY TANK LIGHTS QUICKLY AND SIMPLY.



• Fits any tank and lights quickly and simply

• Safe, A.G.A. approved automatic shut-off and temperature controls

• Easily installed on any wood, metal or concrete tank

• Dependable—operates efficiently in sub-zero weather

A blast furnace of heat stirring 4 sides of the heat chamber

**OTHER QUALITY**

**Broyhill FARM EQUIPMENT**

Spraying Equipment

• Trailers and Self Propelled

Hi Clearance Wagon Heists

Liquid Fertilizer Applicators

• Aluminum, Rubber lined and Steel Tanks

Liquid Fertilizer Injectors

**Broyhill**

**COMPANY**

DANITA CITY, NEBRASKA

**PROFITS DON'T GROW ON TREES**

**THEY GROW ON THE  
FAST-SELLING**

automatic  
**WATER HEATERS**  
by



Just plant some of these fast-selling automatic water heaters in your salesroom. You'll be surprised at the speed with which they're singled out by hot-water-minded patrons who know DWW stands for dependable service at lower cost. And it's dependable service plus so many extra built-in conveniences and value-packed features that make DWW the automatic water heater famous for quick-action sales and extra load.

**MORE SELLING POINTS**

*D W Whitehead Automatic Water Heaters are available in tank models featuring an exclusive one-piece glass lining or double extra-heavy galvanized tank.*

ESPECIALLY DESIGNED FOR LP GAS

**GET IN ON D W WHITEHEAD'S  
PROFIT-PACKED WATER HEATER  
RENTAL PLAN.**

**WRITE TODAY FOR FULL DETAILS!**

**SPEED SALES ACTION WITH THESE  
IMPORTANT FEATURES**

- Low operating cost
- Quick, abundant hot water
- 100% automatic safety pilot
- Two inches heavy Fiberglas insulation prevents heat loss
- Non-clogging burners
- Adjustable thermostat easily set for any temperature
- Dust-free base
- Built-in lint tank
- Gleaming white enamel casing
- Advanced design with latest scientific improvements
- Precision engineering

**liberal 10-year  
guarantee**

**NATIONALLY ADVERTISED**

**D W WHITEHEAD DWW**

after the company was purchased by Bohn Aluminum & Brass Corp., is eastern regional manager. He will have charge of all branch, distributor, and fleet operations in the New England states and nearly all of the Middle Atlantic states. His headquarters are in Philadelphia.

#### Vice Presidents and Service Manager Named by Servel

John E. Unger, for 10 years a national service manager with appliance manufacturing companies, has been named administrative assistant to B. E. Brennan, manager of manufactur-

ing for the home appliance division at Servel Inc., Evansville, Ind. Mr. Unger has headed national service operations for Coolerator Co., Duluth, Minn., and its successor firm, Illinois Electric Porcelain Co., a division of Illinois McGraw Electric Co.

In addition the company has appointed Anthony J. DeFino to the post of vice president and general manager of the autonomous air conditioning division. He will be in charge of manufacturing, marketing, distribution, and customer service on Servel's all-year air conditioning equipment. For the past six years,

Mr. DeFino has been vice president and general manager of Fedders-Quiggan Co., Buffalo.

Servel has named William H. Schrader vice president in charge of finance. He succeeds Rudolph Schnakenburg, who retired earlier this year after having been with Servel for 35 years.



Tom Watson



Arthur Davis

#### Squibb-Taylor Announces Two New Appointments

Two additions to the Squibb-Taylor organization have been announced by Cecil Squibb, president of the Dallas firm.

As accountant and assistant office manager, Tom Watson, formerly with the Fort Wayne (Ind.) Structural Steel Co., will coordinate office procedure, while Arthur Davis will serve the Southwest area as salesman.

Specializing in industrial management engineering, Mr. Davis was graduated from Purdue University in 1935 and soon after went to work for Armco Steel Co., Middletown, Ohio. Later, he sold industrial safety equipment in the Chicago area. After the war, Mr. Davis was employed as sales engineer with the Westinghouse Electric Corp. and later with the Chambers Corp., joining Squibb-Taylor last July.

#### Greg Burns Retires from Butler After 42 Years



G. A. Burns

G. A. Burns, a vice president of the Butler Manufacturing Co. since 1947, retired on Sept. 30 after 42 years active service with Butler.

Starting in 1913 at Butler's Minneapolis plant, he successively filled the positions of salesman, sales manager, division manager and vice president. After 24 years' service with Butler, Mr. Burns was



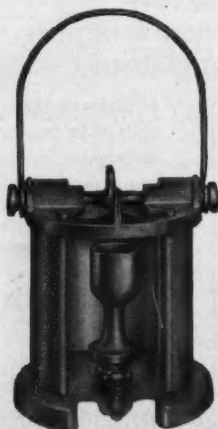
RHT, 17½" long, weighs 3 lbs., copper bronze head 2-3/16" dia., 45° angle.

## Sell Ransome LP-Gas Torches and Furnaces

U. L. APPROVED



Here's real cold weather seller—several dealers have sold 100 to 200 in single season. Large, intense flame holds steady in icy winds and drafts, makes this RANSOME RHT torch ideal for thawing pipes, pumps and equipment. Trigger valve available for intermittent work. Burns 1 gal. LP-Gas in 90 mins. at 10 lbs. Lights instantly even at 30° below.



### BUILDS SUMMER FUEL LOAD, TOO

RANSOME RHT torch has plenty of summer uses—melting lead, babbitt and white metal; pipe bending, preheating, fender repairs, singeing, weed-burning, flame cultivating, disinfecting, paint burning, etc. Sells to oil fields, farmers, garages, machine shops, factories, sheet metal shops, contractors, public utilities, etc.

Stock NOW. Write TODAY for price list, discounts and catalog.

P-25 Furnace makes good space heater (removable hood available). No fumes, smoke or soot. Designed for melting lead, glue, paraffine, asphalt, etc.

## RANSOME COMPANY

Liquefied Petroleum Gas Division

ROOM A-11 • 4030 HOLLIS STREET • EMERYVILLE, CALIF.

*Ransome*



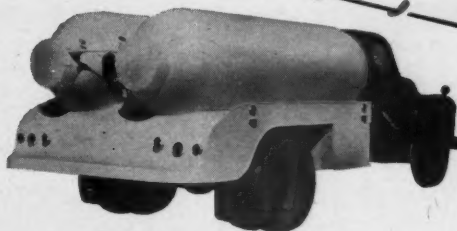
**RED BRUMIT SAYS**

**Let's be Basic...**



**3 essentials**  
**MATERIAL**  
**MEN**  
**KNOW-HOW** } **A Good Product**

It takes all three of these to produce *any* kind of product... BUT the quality of the product depends on the degree of quality of each of the three ingredients. The best **MATERIAL**, which we use, of course, is available to all who would pay its price. **MANPOWER** is also available to all. Yet our manpower is trained for our specific problems... schooled to the point of real craftsmanship. **KNOW-HOW**, real know-how, cannot be bought. It is acquired mostly through years of experience. The know-how at Dal-Worth is backed by 32 years' successful experience.

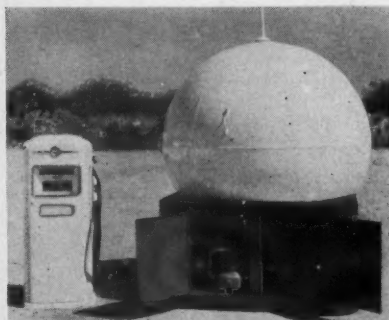


There is the same advanced styling and engineering for service and economy in all our propane-butane and anhydrous ammonia tanks, such as this 1200 - 2000-gallon delivery unit with equipment installed to meet any state's specifications, or the...

You can bring **ALL** your tank needs to Dal-Worth in complete confidence knowing that they will receive the best in each of these basic ingredients. **QUALITY MATERIALS... REAL CRAFTSMANSHIP... and KNOW-HOW BACKED BY YEARS OF EXPERIENCE.**

**DAL-WORTH**  
**TANK COMPANY**

W. G. (RED) BRUMIT, OWNER



Space-Mizer LP Gas Dispenser; 1000, 2000 or 3000 WG capacity; completely self-contained with choice of equipment and colors. This is the ideal unit for service stations, fleet operators and LP gas dealers.

**A KNOW-HOW BACKED BY 32 YEARS OF EXPERIENCE**

BOX 818

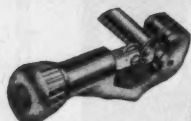
GRAND PRAIRIE, TEXAS

## AVOID LOST TIME AND GRIEF

with modern, efficient

### IMPERIAL TUBING TOOLS

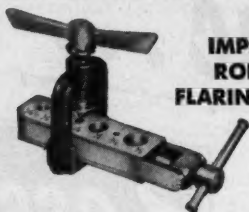
... their quality speeds your work ... assures safety in every installation



#### IMPERIAL HI-DUTY TUBE CUTTER

Free-wheeling ball bearing action. Roller type with flare cut-off groove. Retractable reamer. No. 274-F for 1/8" to 1". Other models. Also sawing vises.

Ask for Catalog No. 621 which describes IMPERIAL Tube Fittings, Tubing Tools and Shut-Off Valves.



#### IMPERIAL ROL-AIR FLARING TOOL

Flares, then automatically burnishes flare to a high polish. "Rolls flares in the air" to make better, stronger flares. No. 500-F flares 3/16", 1/4", 5/16", 3/8", 1/2", 5/8" O.D. tubing. Also many other models.

#### IMPERIAL BLUE DOT TUBE BENDERS



Bend hard or soft tubing. Form neat, accurate bends to short radius. Calibrated. No. 364-FH individual benders for each size of tubing 3/16" to 3/4" O.D. Also many other models.

THE IMPERIAL BRASS MFG. CO., 1210 W. Harrison St., Chicago 7 Ill.  
In Canada: 334 Lauder Avenue, Toronto, Ontario

## IMPERIAL

See Your Supply House  
Industry's Most Complete Line of  
Tube Fittings and Tubing Tools

## why take chances?

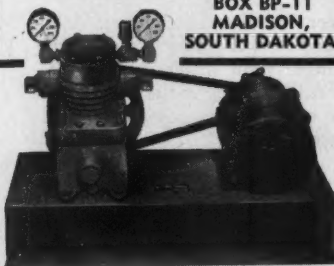
NATIONAL BOARD OF FIRE UNDERWRITERS advises: "Gas or Liquid shall not be vented to the atmosphere to assist in transferring contents of one container to another."

Good customers are hard to get. Don't let them be fooled! Help eliminate dangerous venting. Show them how to fill truck or tractor fuel tanks and small cylinders in 1/10 the time, save at least 4.0% of fuel cost, in safety.

KRUG Vapor Pumps help you profit two ways — sell to your customers, or use in your own operation to transfer L-P Gas with safety and at Low-Cost.

Find out about KRUG PUMPS, today, ask your Supply House, or write to:

**D. H. KRUG COMPANY**  
BOX BP-11  
MADISON,  
SOUTH DAKOTA



### CHEERFULATORS

Customers complaining of high gas bills? Cheerfulators will cut that heating cost substantially. Vented and fully automatic.

Write for Your Catalog

**ADAMS BROS. MFG. CO., INC.**

Established 1898  
1500 NORTH AVE., W. PITTSBURGH 33, PA.

transferred from Minneapolis to the company's general offices in Kansas City, Mo.

He has had the distinction of having managed three of the company's five sales divisions at various times: oil equipment, steel buildings, and special products.

### George Tanker Is Manager of Field Services at Weatherhead



G. E. Tanker

George E. Tanker has been appointed manager, field services, according to an announcement by T. V. Scott, sales manager, L. P. gas equipment, The Weatherhead Co., Cleveland.

Mr. Tanker's thorough engineering experience in L. P. gas equipment makes him particularly well fitted for his new position. He joined the Weatherhead engineering staff in 1936.

He will function as a technical liaison between the Weatherhead Co. and its customers on matters pertaining to L. P. gas and anhydrous ammonia equipment.

### Harper-Wyman Elects Harper Jr. Executive Vice President



P. S. Harper

Philip S. Harper Jr. has been elected executive vice president of Harper-Wyman Co., Chicago.

He joined the firm on a part-time basis in 1940. In 1950 he was appointed manager of the Princeton, Ill., plant. In 1954 he became general manager of the company.

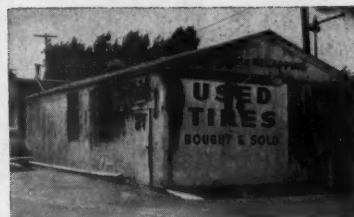
Philip S. Harper Sr., founder of Harper-Wyman, continues as president of the company.

### Surface Combustion Elects Three New Vice Presidents

Three new vice presidents and an advertising supervisor have been named by Surface Combustion Corp.

The vice presidents are Henry M. Heyn, who is sales manager of the Heat Treat division; Albert L. Hollinger, who is manager of the Steel Mill division; and Robin A. Bell, who is general manager of the Janitrol heating and air conditioning, Auto-

# CAN YOUR BUILDINGS PASS THIS FIRE TEST?



*after the fire... a new paint job,  
and ready for business again*

Here's a typical example of how Armco Steel Buildings reduce the threat of fire damage. A rubber tire-fed fire raged inside this 24-foot-wide building for a half-hour, destroying much of the contents. Yet the owner was able to put the structure back in service without replacing any building parts. New window glass and paint did the job.

Fire-resistance is just one advantage you can have in an Armco Building. Interlocking STEELOX Panel construction saves erection time and money; provides a sturdy, weather-tight building. You save framing, rafters, sheathing and roofing, because the panels provide

both structural support and finished exterior. Workmen need no special training to do a fast, efficient erection job.

The wide range of standard sizes makes it easy to meet your specific space needs. Floor areas are practically unlimited—from 20 square feet up! Whether your building problems include office, warehouse, showroom or garage space, Armco Steel Buildings may be your most economical, permanent solution. Write us for details. Armco Drainage & Metal Products, Inc., 5115 Curtis Street, Middletown, Ohio. Subsidiary of Armco Steel Corporation.

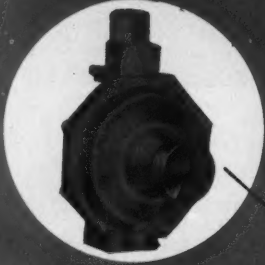
## ARMCO STEEL BUILDINGS



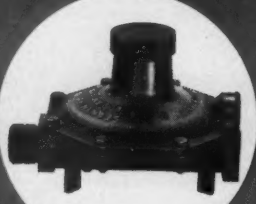




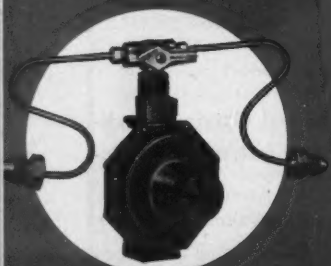
D-1600 LOW PRESSURE (RED CAP) EXCEEDS 300,000 BTU.



D-1600 HIGH PRESSURE (RED BODY) EXCEEDS 2,500,000 BTU UNDER EXTREME WINTER CONDITIONS.



D-1610 RECOMMENDED FOR 500 TO 1000 GALLON TANKS. EXCEEDS 1,125,000 BTU AT TEN POUNDS INLET PRESSURE.



D-251 MANUAL THROTTLE OVER REGULATOR ASSEMBLY



D-1615 AUTOMATIC REGULATOR

# **sel-pac** **REGULATORS**



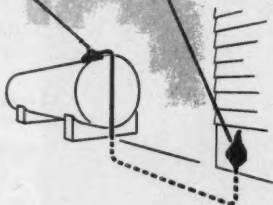
*for every LP Gas need*

**THE REGULATOR THAT PAYS ITS WAY OVER AND OVER AGAIN**

You pay no premium for Sel-Pac Regulators, in fact, in many cases they cost you less.

In today's Sel-Pac Regulators you find only the features which through 20 years' experience have emerged as the best in performance and dependability. Take for example our D-1615, the gas is directed downward, which helps prevent freeze-ups. Then too, Sel-Pac's balanced orifice and diaphragm sizes assure maximum flow with minimum lock-up.

Sel-Pac orifice and seat inserts are standardized so that one size orifice and seat will fit various models of regulators. Standardization helps you. Now-a-days with only five Sel-Pac models you can handle 99% of all regulator needs. Think what this alone means in reducing inventory costs!



#### **TWO STAGE REGULATION**

For maximum efficiency and maximum service, plan on two stage regulation using the D-1600 high pressure and D-1600 (Red Cap) low pressure Sel-Pac.

**BUY SEL-PAC REGULATORS FOR INCREASED ECONOMY, PERFORMANCE AND CUSTOMER SATISFACTION**

**SELWYN - PACIFIC COMPANY**

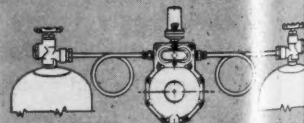
340 WEST AVENUE 26, LOS ANGELES 31, CALIFORNIA



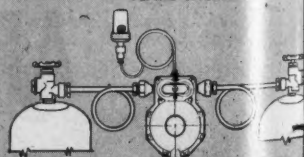
## **NO. D-1615 SEL-PAC AUTOMATIC REGULATOR**

- 300,000 BTU (120 CFH) with cylinder pressures of 10 lbs. p.s.i.
- INDICATING GAUGE for direct or remote installation
- POL or Inverted Flare Inlet Connections
- SENSITIVE CONTROL OF PRESSURE
- LISTED BY UNDERWRITERS' LABORATORIES

Sel-Pac Automatic Regulators indicate to the customer when the gas supply is low, therefore, reducing your "out of gas calls." A red flag appears when the regulator begins to draw from reserve cylinder. Specify the D-1615—the last word in Automatic Regulators.



**AUTOMATIC REGULATOR ASSEMBLY  
DIRECT GAUGE, POL OR INVERTED  
FLARE INLETS.**



**AUTOMATIC REGULATOR ASSEMBLY  
REMOTE GAUGE, POL OR INVERTED  
FLARE INLETS.**

## LP-GAS EQUIPMENT AND "COMMON SENSE"



by  
**GEORGE R.  
POSTLEWAIT**  
President  
SELWYN-PACIFIC  
COMPANY

The old adage, "If it was good enough for my grandfather, it is good enough for me" contains beautiful sentiment and well deserved respect for our elders but certainly is not conducive to finding new and better ways of doing things. With such an old fashioned attitude we would not even be driving a 1910 Ford or pushing old Dobbin. We would still be back in the Stone Age.

What does all this have to do with the LP-Gas equipment manufacturer? Merely this — an aggressive young company with highly qualified engineers long experienced in LP-Gas equipment design and well versed in field problems, can profit by "age old" experience (both good and bad) and design new equipment with the view in mind of retaining the good features and designing around the poor features. Such a manufacturer is not encumbered by high capital investment in designs, dies and tooling but is free to consider new and improved designs. Henry Ford and his Model T was a good example of this. It took new and aggressive younger companies to get him out of his lethargy.

Sel-Pac, a comparatively young manufacturer, flexible in operation and with all modern production facilities, including foundry, forge shop, die casting and mass production facilities has been able to introduce many new items and improved products in the field of LP-Gas control equipment.

Consider such items as Sel-Pac's improvements in regulator design; the performance and serviceability of our new automatic regulators. Also other innovations as the automatic bleed hose line valve and the new Spray Fill-Liquid Education Valve — and there's still more to come. These are examples of progress made by a young company eagerly alert to the needs of LP-Gas customers, dealers, tank fabricators and to the needs of every segment of the industry.

We invite you to inspect in detail our entire line of LP-Gas equipment. You will readily observe how safety, utility and cost are carefully incorporated in every product for the benefit of all.

**SELWYN-PACIFIC COMPANY**  
340 West Avenue 26  
Los Angeles 31, California

motive and Aircraft divisions.

J. Thomas Calhoun is the new advertising supervisor. He was formerly a copywriter and account executive with various Columbus, Ohio, advertising agencies.

### Van Lare Joins Preway Inc. As Factory Representative

E. L. Van Lare has been appointed factory representative for Preway, Inc., Wisconsin Rapids, Wis. He will represent the company on all lines except mobile home products in most of Wisconsin and upper Michigan.

Mr. Van Lare has had wide experience in retail, wholesale and factory representation in the appliance field. He was formerly with R. M. Sawbridge & Co., Milwaukee, wholesalers and retailers of Tappan ranges, and prior to that was with Estate Stove Co. and Cribben & Sexton Co.



**E. L. Van Lare**  
Preway



**H. A. Welsh**  
American Tank

### American Tank Assigns Welsh To Georgia and Florida Area

The appointment of Holden A. Welsh as district sales representative in Georgia and Florida for the American Tank & Manufacturing Co. Inc., Dallas, has been announced.

Although new to American Tank, Mr. Welsh is not new to the L. P. gas industry, with which he has been associated since 1949, when he was first employed by the Phillips Petroleum Co. in Chicago. In 1952 Welsh joined L.P.G. Equipment Co. and was transferred to Florida and appointed manager of the L. P. gas division in that state.

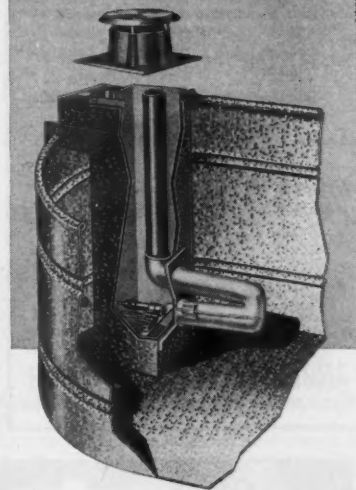
### Sternberg Heads Western Region of Reo Motors

William F. Sternberg is now western regional manager for Reo Motors Inc.

Mr. Sternberg, former vice president of Sterling Motor Truck Co. Inc., Milwaukee, will make his headquarters in San Francisco and will be responsible for and have authority over all branch, distributor and fleet operations in the Western region.

**Reliable... Popular  
Profit-making**

## JOHNSON WATER WARMER



### Automatic stock tank heater

Cattle are more profitable when their winter drinking water is raised to a drinkable 48° temperature. So cattlemen and dairymen are looking to Johnson for efficient, economical and worry-free stock tank heating... with good reason.

**Simple Installation, Dependable**  
The Johnson Water Warmer is the last word in LP-gas fired stock tank heaters. It maintains automatic 48° water temperature even in coldest weather, and with utmost efficiency and convenience. Installation is simple on any type steel, wood or concrete tank; requires one tool — a wrench. Operation is simple and dependable — guaranteed condensate control — weather-proof. Quick access to controls makes it easy to inspect.

**Enjoy Johnson Profit Features!**  
Sell the Johnson Water Warmer on its many merits. Profit from many sales, and from average LP-gas sales of 600 lbs. per year per heater. Profit from the good will of satisfied customers.

*Write for complete details now!*

**JOHNSON GAS APPLIANCE CO.**

597 E Avenue N.W., Cedar Rapids, Iowa

IF IT BURNS GAS LOOK TO  
SINCE 1901 **JOHNSON**



## NEW DRILL CASE For the Gas Serviceman

- Holds 41 drills — sizes 40 to 80.
- Each thumb drill has size stamped on handle in sequence.
- Each drill fully protected. Cannot break in case.
- Servicemen can carry in hip pocket. All metal — compact.
- Set will take care of general servicing requirements.

*Original Manufacturers of Conversion Materials and Special Tools Serving the Gas Industry for Over 35 Years.*

*Write for Catalog*

**ANDERSON and FORRESTER**  
3563 LARIMER STREET, DENVER, COLORADO

In addition, Herman Everhardus is now director of personnel and Walter E. Spieth was named factory manager.

Mr. Everhardus, who succeeds the late Gerald Byrne, has been assistant industrial relations director for the Nash-Kelvinator Corp. and director of employees' services at American Motors Inc.

Mr. Spieth is the former general superintendent of the Clark Equipment Co.

### Superior Valve Names Talty Midwest Manager



**R. J. Talty**

replaced William W. Sauter who has resigned.

For the past eight years, Mr. Talty has been assistant sales manager in

Raymond J. Talty was named Midwest district manager of Superior Valve & Fittings Co. of Pittsburgh.

Mr. Talty becomes manager of all sales and warehouse activities originating in Chicago. He

the Chicago district for Mueller Brass Co.

The company's Midwest operation includes Illinois, Indiana, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Montana, Wyoming, Colorado and parts of Michigan, Kentucky and Tennessee.

### Magic Chef Names Camp as District Manager in Memphis

Roy T. Camp, former buyer of major appliances for Lowenstein's department store, Memphis, Tenn., has been appointed by Magic Chef Inc. as district manager of its Memphis trading area.

Mr. Camp joined Lowenstein's eight years ago as a range installation engineer, then was service manager before becoming buyer.

### Beatty Heads Marketing Operations of Cities Service

John Beatty of Chicago has been named general superintendent of operations for Cities Service Oil Co.'s Marketing division.

Mr. Beatty succeeds G. C. Richardson, who was transferred to Bartlesville as manager of the company's new Supply and Distribution division.

Mr. Beatty joined Cities Service as a member of its junior engineer training school in 1927. His permanent assignment after training was with the company's refining division. After serving two years in refining, he transferred to marketing as Chicago region operations superintendent. In 1951, he was appointed assistant general superintendent of operations for marketing.

### James Donnelly Returns To A. O. Smith Corp.



**J. F. Donnelly**

James F. Donnelly, formerly assistant manager of the Permaglas division at Kankakee, Ill., has rejoined the A. O. Smith Corp. as special assistant to F. S. Cornell, vice president and general manager. For the

last three years Mr. Donnelly has been a vice president of Servel Inc., Evansville, Ind.

Mr. Donnelly for more than two decades has been a prominent figure in the gas appliance industry. He is a past president of the Gas Appliance Manufacturers Association, and

*1st in the Heat Parade*

**There's a big  
"BOOM"**

*in Martin*

**GAS HEATER  
SALES**

Join the  
parade... sell the complete line

**50th Anniversary Year**

**MARTIN STAMPING & STOVE CO., Huntsville, Ala.**

**V370**  
**8 Fully Vented Heaters**  
 15,000 BTU to 85,000 BTU  
**23 Unvented Heaters**  
 10,000 BTU to 50,000 BTU  
 All heaters AGA approved  
 for natural, liquefied,  
 and manufactured gases.

Send for new  
dealers' sales aids

**AUTHORIZED DEALER**  
  
**GAS HEATERS**



There's a Reznor Gas Heater  
to fit your next job... *All your jobs!*

✓ OFFICE  
✓ FACTORY  
✓ RESTAURANT  
✓ STORE  
✓ HOME  
✓ SCHOOL

## UNIT HEATERS

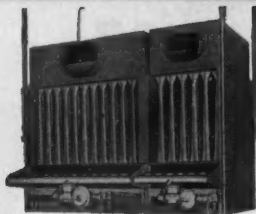
One out of every two suspended gas unit heaters sold is a Reznor. These compact, efficient, automatic units make the ideal heating system for most industrial and commercial buildings. Ease of installation makes them a natural



for remodeling and replacement jobs. Suspended units in nine sizes, 25 to 250 thousand BTU. Also console-styled floor models, 25, 50, and 75 thousand BTU.

## 2 NEW DUCT FURNACES

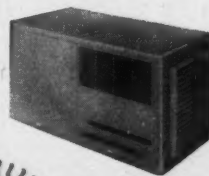
Though varying greatly in details of design and construction, Reznor's two new duct furnaces (automatic heat exchangers) have the common advantage of exceptional ease of installation. Both offer complete flexibility for combination anywhere in the duct system with components for air moving, cooling, cleaning and humidification chosen to meet the exact requirements of each job. The series DS sectional duct furnace (shown) makes it possible to assemble—on the job—systems with capacities in excess of 2,000,000 BTU out of sections weighing no more than 315 pounds.



## THE REZNOR PAC

Compact design and appliance styling make the PAC ideal for crawl space and attic applications in residential heating or for suspended installation in basement, utility room or kitchen.

Used without ducts, the PAC becomes a deluxe unit heater which meets the most exacting requirements for cleanliness, quiet operation and fine styling.



There are two reasons for Reznor's unchallenged leadership in gas unit heating—"years-ahead" engineering and quality construction. This leadership gives Reznor dealers a tremendous advantage from the day they take on the line. Write today for details on how you can boost your profits by selling Reznor.



Reznor Manufacturing Co., 4 Union St., Mercer, Pa.

# Enterprise

## OFFERS the SOLUTION to Your Business Problems



CALL • WRITE • WIRE

... MR. APPLIANCE DEALER !!!  
If You Do Not Handle Enterprise You'll Miss

**PROFITS PLUS!** Enterprise knows dealers must make a profit. Full profits are yours with Enterprise ranges. Every model is priced for profit plus. Don't miss out on the opportunity to handle Enterprise, the complete range line.

**SALES PLUS!** Enterprise blankets the market with ranges that offer a complete variety of models in every price bracket. Enterprise is the complete range line. Everyone a prospect.

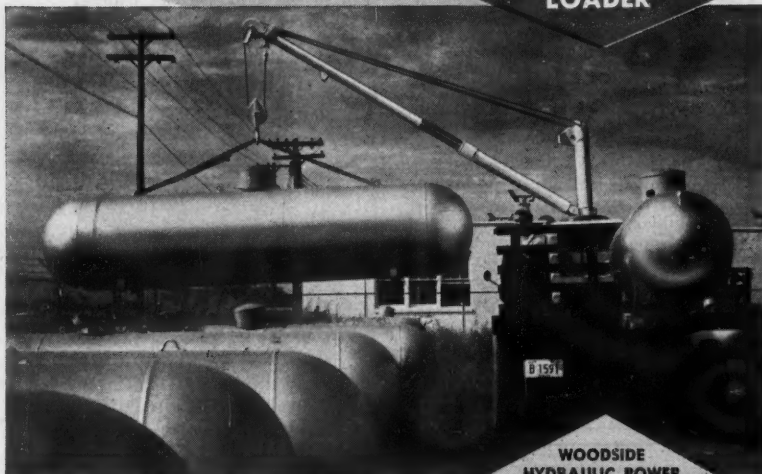
**FEATURES GALORE!** Low BTU pilots, exclusive Simplex-simmer top burners, automatic ovens, glass oven doors, grid-die assemblies. Every range built upon welded, all steel full porcelain chassis. Dynamic, distinguished styling, built expressly for the modern woman.

## PHILLIPS & BUTTORFF MFG. COMPANY

NASHVILLE • TENNESSEE • Established 1858

# NOW Solve your annoying LP-GAS Bulk Storage Tank loading and unloading problems...

with the proven  
**WOODSIDE**  
HYDRAULIC POWER  
LOADER



● Loading and unloading LP-Gas storage tanks in and out of your storage area and to location via truck and trailer is an awkward, time-consuming and costly job. Now, especially engineered to solve this annoying handling problem and give you greater flexibility in placing your bulk systems, is this amazing, versatile and field proven Woodside Hydraulic Power Loader.

This loader is a rugged, sturdy, reliable unit specifically designed to permit one man to easily load and unload LP-Gas storage tanks up to 1000-gallon capacity and weighing up to 4000 pounds. Wherever a truck can go, tanks can be loaded and unloaded. Furthermore, with one man, one truck equipped with the Woodside Power Loader, you can load and carry two tanks to destination in less than one-third the time of outmoded methods (two men, truck and awkward trailer, and carrying only one tank).

Wherever you have 100 or more tank handling operations per year, you will realize considerable savings in labor, time and money. Also when truck is not handling tanks, it can be used for delivering cylinders or other service work. It will pay you to investigate this Woodside Hydraulic Power Loader for a more profitable operation.

WOODSIDE  
HYDRAULIC POWER  
LOADER FOR TRUCKS

#### Performance and Design Facts

- Fits any standard flat bed truck chassis, two-ton or over, and is operated from a power take-off through the engine transmission.
- Requires only 20" space behind cab, thereby allowing the entire truck bed to be free for load carrying.
- Easily handles LP-Gas tanks up to 1000-gallon capacity and loads up to 4000 pounds.
- 100% hydraulically operated. Smooth hydraulic controls lift, swing, and lower the most difficult loading jobs safely and inexpensively on your truck.
- 360-degree arc for the boom swing. Tanks can be easily spotted from any side, front or rear, of the truck.
- One man operation—a real labor saver.

Write for complete information... or a FREE demonstration.

# WOODSIDE

I N D U S T R I E S

606 West Wisconsin Avenue

Milwaukee 3, Wisconsin

is a present member of that organization's board of directors and its executive committee. He also is a member of the board of directors of the American Gas Association. He is a member of that National Council for LP-Gas Promotion.

#### Florence Names Jeske and Putman to Board of Directors

Robert D. Putman and Harold H. Jeske have been appointed to the board of directors of Florence Stove Co., Chicago.

Mr. Putman is currently vice president in charge of sales and Mr. Leske is vice president in charge of operations of the Florence Kankakee (Ill.) factory. Both will continue in their capacities and serve on the board as well.

#### John Wood Co. Promotes Griffin To Assistant Sales Manager



R. L. Griffin

Richard L. Griffin has been promoted to the post of assistant sales manager of John Wood Co.'s heater and tank division. He will report directly to the eastern sales manager at Conshohocken, Pa. Mr. Griffin

joined the company last year.

The company has also appointed Leroy Norris to represent it in the Washington, D.C. and northern Virginia areas.

#### Bryant Appoints Philip C. Kosch as Sales Manager

Philip C. Kosch has been appointed Bryant sales manager, it is announced.

In his new post, Mr. Kosch will be responsible for administration of all Bryant product sales and field engineering activities, exclusive of regional and branch manager operations. Bryant is a division of Carrier Corp., air conditioning manufacturer.

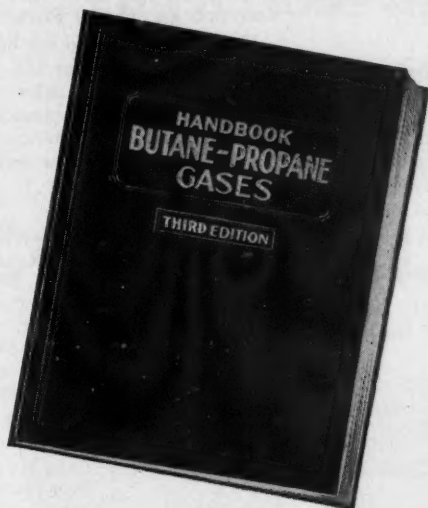
#### James A. Marohn Is Executive Vice President of Magic Chef

James A. Marohn, vice president, finance and treasurer, Magic Chef Inc., was elected executive vice president of the firm at a recent meeting of the board of directors in St. Louis.

Mr. Marohn came to Magic Chef as

BUTANE-PROPANE News

**The Only Complete Reference Book  
on Liquefied Gas Engineering,  
Installation and Operation**



**352 PAGES of Technical Facts, Charts,  
Diagrams, Photographs, Including Latest  
Processes and Materials.**

### CONTENTS

**PART 1. Introduction**  
The Progress of the Industry  
The ABC of L. P. Gas

**PART 2. Physical and  
Chemical Properties**  
Properties of the Hydrocarbons in L. P. Gas  
Properties of Butane-Propane Mixtures  
Volume Correction Factors  
Analytical Determination and Testing  
Fire Protection and Control

**PART 3. Production of  
L. P. Gas**  
Natural Gasoline Plants,  
Recycling Plants, Oil  
Refineries

**PART 4. Transportation and  
Storage**  
Delivery by Truck, Rail,  
Water, and Pipe Line  
Storage Tank and Pressure  
Vessel Design  
Liquid Metering and  
Pumping Systems

**PART 5. Distribution  
of L. P. Gas**  
Installing and Servicing  
L. P. Gas Systems  
Semi-Bulk Systems  
Bottled Gas Systems  
Gas Utility Service from  
Central Plants  
Multiple Utility Service from  
a Central Plant

**PART 6. Utilization  
of L. P. Gas**

Comparative Performance  
With Other Fuels  
Appliance Installations and  
Testing  
Domestic Applications  
Commercial Applications  
Industrial Applications  
Enrichment, Peak Load, and  
Standby Uses  
A Fuel for Internal  
Combustion Engines

**PART 7. Regulations**

N.B.F.U. Pamphlet No. 58  
Motor Carrier Tariff No. 7  
Freight Tariff No. 4  
Unloading from Railroad  
Tank Cars  
Marine Regulations

**PART 8. Appendix**

Interchangeability of Other  
Fuel Gases with Natural  
Gas  
L. P. Gas Insurance  
Handy Tables for Field Use  
Regulators  
Flame Weeding  
Bibliography  
Glossary of Terms  
General Index  
Table and Chart Index

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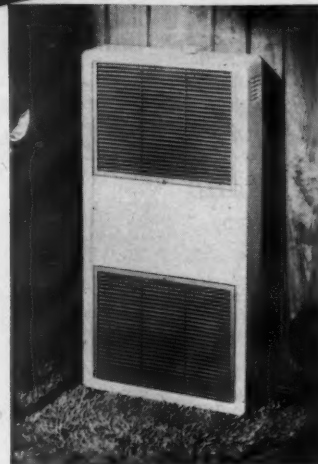
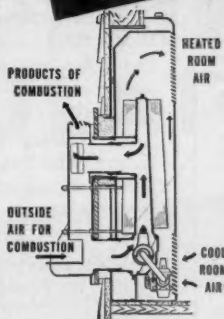
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**FOR LP  
GAS**

**...HEATS ONE  
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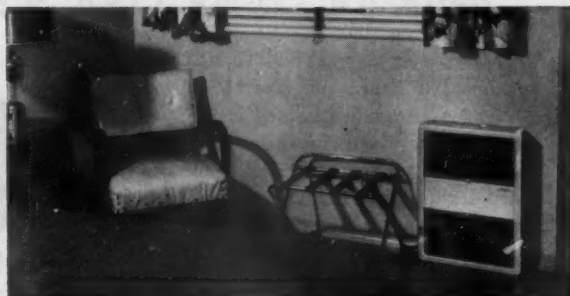
**Saf-Aire burns gas in a ceramic-lined steel chamber,  
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The perfect unit for heating added rooms...hard-to-heat rooms... enclosed porches... garages... workshops... other apartments... complete homes. Each Saf-Aire operates independently and has optional thermostatic control. Fool-proof... maximum safety is assured under all conditions of use.

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 **DELTA TANK MANUFACTURING CO. INC.**  
BATON ROUGE, LA.

financial vice president and treasurer in 1954, after serving in a similar post with the Gruen Watch Co. He has also served as vice president and treasurer of the Noma Electric Corp.

#### **Dunlap, Former LPG Sales Manager for Richfield, Promoted**

Farrell L. Dunlap, manager of liquefied petroleum gas sales for Richfield Oil Corp. for the past four years, has been promoted to manager of the asphalt and road oil sales department.

Mr. Dunlap succeeds John R. Keane, who has retired. Mr. Keane had been associated with Richfield for 30 years.

#### **New Responsibilities Assumed By H. V. Bootes at ACF**

Henry V. Bootes, vice president of ACF Industries Inc., has been made a member of the operating committee and head of the marketing department of the corporation.

Mr. Bootes will also serve as chairman of the marketing committee, which will review and make recommendations on proposals for new plants, new products, and changes in present product lines.

#### **Weatherly Is General Sales Manager for Chattanooga Royal**

Harley B. Weatherly has been appointed general sales manager for Chattanooga (Tenn.) Royal Co.

Mr. Weatherly, who has been with Chattanooga Royal for the past six years, had served as sales manager for all gas heater appliances since the first of the year. Before that, he was sales manager of the wall heater division.

#### **Regional Sales and District Managers Named by Rockwell**



**D. C. Morgan**

Donald C. Morgan, Chicago district sales manager of Rockwell Manufacturing Co.'s Meter and Valve division, has been named Central regional sales manager with offices at Pittsburgh.

Mr. Morgan, who joined Rockwell in 1930 as a sales engineer in the Chicago office, replaces Carl C. Moore, whose retirement has been announced.

R. V. Burnette, gas sales supervisor for the Central region, succeeds Mr. Morgan as Chicago district sales manager.

#### **Joseph W. Adams Is Named Chief Engineer of Hydrotherm**

In line with its expanding development and engineering program, Hydrotherm Inc., Northvale, N.J., has appointed Joseph W. Adams as chief engineer. A graduate of Brown University, Mr. Adams was formerly utilization engineer with the Blackstone Valley Gas & Electric Co. and served on the appliance service committee of the New England Gas & Electric Association.

## **For L. P. Gas Storage**



## **LEADING FIRMS PICK NELSON**

There are over 250 SYSTEM NELSON bulk plants for the storage of LP Gas and Anhydrous Ammonia located in 25 states. Leading bulk plant operators have found that it pays to deal with an organization that has the experience, equipment and engineering skill necessary to do a complete, top quality job. Take advantage of this extra value and service on your next storage problem. Contact us for a meeting with an experienced sales engineer.



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**THE LEADING NAME IN THE BULK STORAGE FIELD!**

## **Trade Notes**

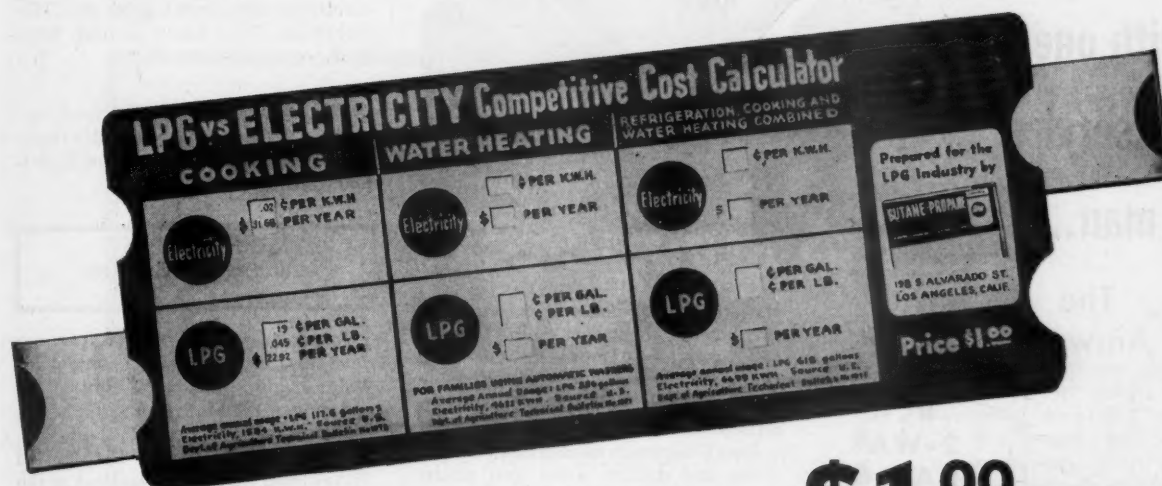
Dillard Cantrell has joined Trinity Steel Co. Inc., Dallas, as assistant to the chief engineer.

Ruud Manufacturing Co., Kalamazoo, Mich., has appointed two home economists, Mrs. Irene Goodhue Leck and Mrs. Mary Dougherty Rockwell, to help gas utility home service directors set up new home laundry programs or revitalize existing programs. Mrs. Leck was for-

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**You'll close more appliance sales  
when you use this handy . . . .**

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**Now . . .** with this authoritative, convincing sales tool, you can prove to your prospects *quickly, easily, and simply* that LPG costs less than electricity for cooking and water heating. Money talks with most people, so *dramatize the savings* with a Competitive Cost Calculator.

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- Proves to your customers' satisfaction that it's less expensive to cook and heat water with LPG than with electricity.
- It's authoritative! Average annual usage figures for both LPG and electricity are taken from Technical Bulletin 1073 prepared by the U. S. Department of Agriculture.
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**BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57**

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..... Competitive Cost Calculators. (In Calif. add 3% sales tax)

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*The supply is limited, so*  
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**How to Keep  
1400  
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service  
man...**



**The  
Answer:**



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Want to get extra service out of your present road equipment? Then, follow the lead of Ed McKeon, LP-Gas dealer of Kennebunk, Maine.

His problem was to service old and new business—totaling upwards of 1400 active accounts—with just one truck and service man. He shied at the expense of adding another truck and driver. So he installed an RCA 2-Way Radio and saved the difference!

With an RCA Fleetfone Radio at headquarters and a mobile radio in

the truck, the dealer is in constant touch with his service man. It used to take about 10 hours to cover work that now takes eight. And, at something like four cents a minute, that represents almost \$5.00 a day saved.

You'll be years ahead, save hours, miles and dollars when you equip your trucks with RCA world-famous 2-Way Radio. Precision manufacturing and high quality components assure top performance in all climates, whether desert heat or arctic cold. A tough 16-gauge steel case houses the compact transmitter-receiver, assuring positive protection under all road hazards. Operation cost is low.

Fill all your needs for both mobile and fixed stations with RCA 2-Way Radio Equipment. You can count on the RCA Service Company for installation and service facilities.

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merly national home service director for the Maytag Co., while Mrs. Rockwell held a similar position with the Thor Corp.

*Ever-Tite Coupling Co. Inc.*, New York, has appointed *James A. Buchanan* to the post of manager of sales. He was formerly with *Metal Hose & Tubing Co.*

*Roland D. Payne* has been appointed sales manager of the home appliance sales division of *Servel Inc.*, Evansville, Ind. Before joining *Servel*, Mr. Payne was for six years manager of television, radio and electronic equipment sales at *CBS-Columbia Inc.*, Long Island City, N. J.

*Ellsworth W. Simms* has been appointed general manager of the *Hamilton (Ohio) Estate division of Whirlpool-Seeger Corp.*

#### **John Harry Grayson**

John Harry Grayson, 68, pioneer developer of thermostatic control for water heaters and clock control for gas ranges, died late in September at his home in Monrovia, Calif. Mr. Grayson, who came to the United States from his native England at the age of 21, was organizer of the Grayson Heat Control Co. of Lynwood, Calif., now a division of Robertshaw-Fulton Controls Co.

Another company in which he was active, Grayson-Greenamyer, became a division of General Controls Co. in 1951. He was director of research and development for that organization.

During World War I, Mr. Grayson held a key position with the British Ministry of Munitions. Among honors bestowed on him was the American Gas Association's Addison B. Day Medal for his contributions to automatic living.

#### **George A. Dennis**

George A. Dennis, 64, who operated a bottled gas business in Napoleon, Ohio, died Sept. 4 in Heller Memorial Hospital.

Mr. Dennis had been a resident of Napoleon since 1920. He formerly operated a plumbing business there and for the last 27 years had been a bottled gas dealer.





# Power Section

CARBURETION • INSTALLATION • SERVICING

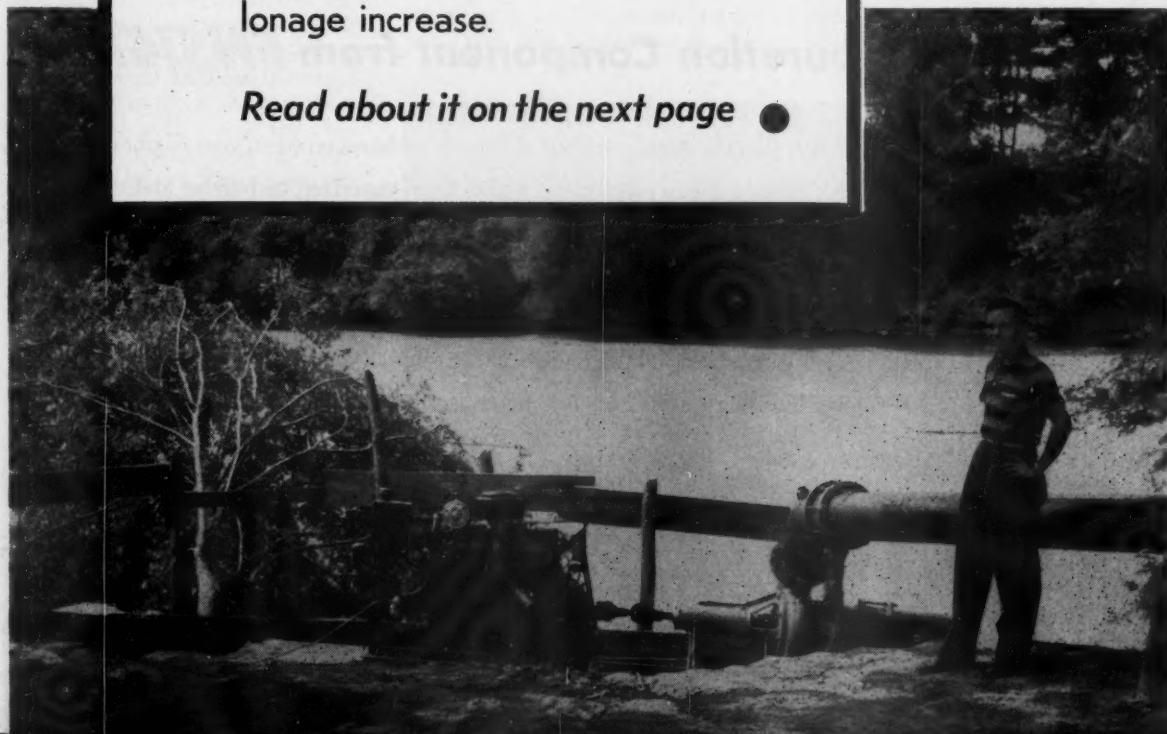
POWER SECTION

## Weis Sells Three Times As Much L.P. gas in The Summer As In Winter!

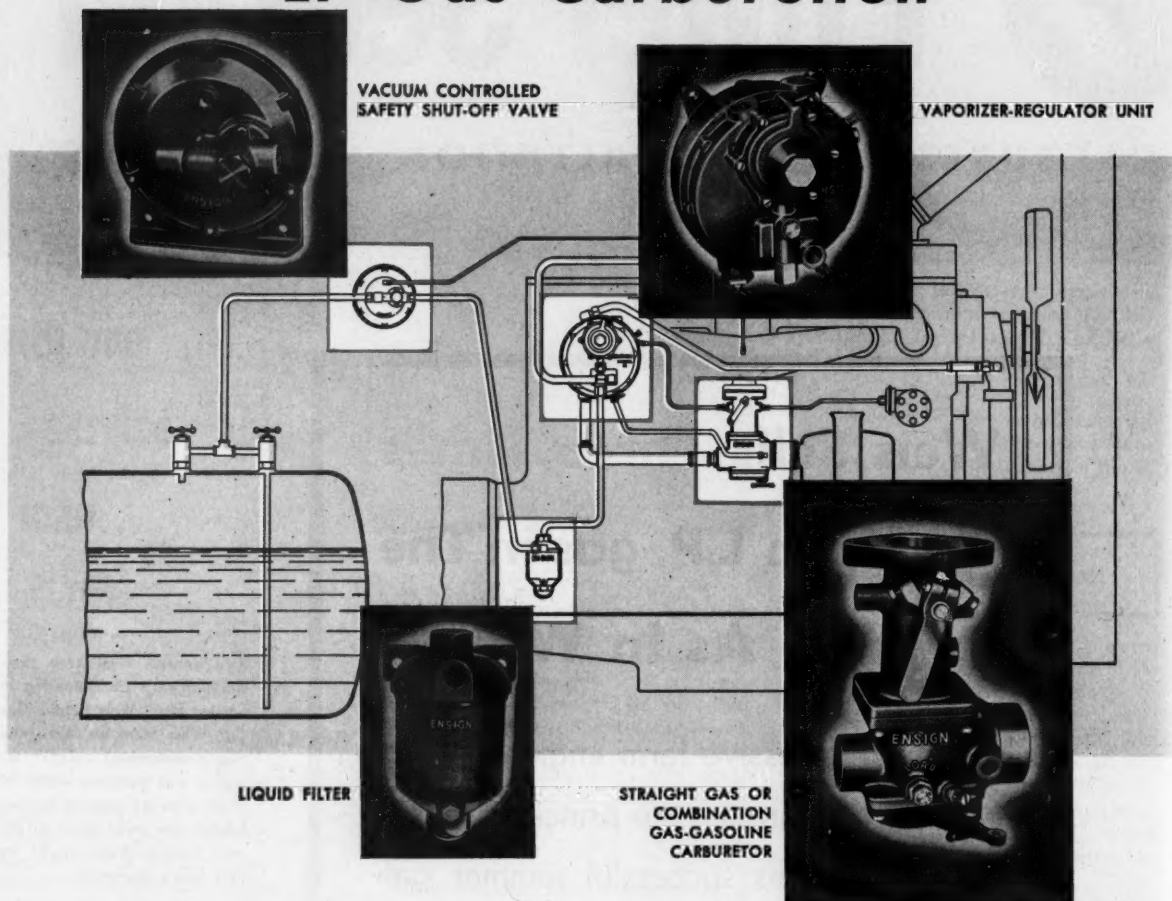
- An aggressive farm engine conversion program is the principle reason behind this successful summer gal-lonage increase.

*Read about it on the next page* ●

Rice growers must keep their fields flooded from planting to harvest time. Weis Butane Gas Co., West Memphis, Ark., had this preassembled outfit installed and pumping within 24 hours after its gasoline-burning predecessor broke down on the job. Francis Weis checks its first hour's operation.



# YEARS AHEAD IN LP-Gas Carburetion



## Every Carburetion Component from **ENSIGN**

You take the guess work out of LP-Gas carburetion when your engines are equipped with Ensign. Every component; liquid filter, vaporizer, carburetor and safety shut-off designed and manufactured by Ensign, assures a well balanced combination of equipment which produces maximum power, maximum economy, easy starting plus safety precautions against emergencies. When you plan your LP-Gas engine installation go 100% Ensign...you will be years ahead...dollars ahead. Leading tractor builders choose Ensign for their LP-Gas models.

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Several of the Weis cotton plantation accounts are so large that they have 10,000 gal. storage tanks and receive full transport loads of Weis-O-Gas, hauled direct from refinery.



## Power Push Gives Weis Heavy Inverse Ratio

By Carl Abell  
Editor

**W** EIS BUTANE GAS CO. expects this year to retail nearly 16 million gals. of L. P. gas through the company's eight branches in eastern Arkansas. Twelve million of those gallons were sold during the summer months. The company has an inverse ratio of 3 to 1. Therein lie some wonderful possibilities.

On the basis of its 12-million gallon summer load, the company can procure up to 18 million during the winter season. Requiring only 4 million for its own retail deliveries, Weis Butane can supply 14 million gallons to other operators who have not developed the summer load, enabling them to get enough fuel from the producers to meet their top-heavy winter requirements.

Weis Butane Gas Co. was the second LPG dealer in Arkansas. R. C. (Dick) Weis, now president of the company, operated a wholesale gasoline and oil business in Wheatley, a

few miles out of Brinkley. B. T. Harris operated the state's first cylinder filling plant at Little Rock, and was looking for local dealers. Dick Weis signed up as his first dealer, and for some time sold bottled gas to local

Three-to-1 balance in favor of summer uses enables Arkansas dealer to offer fuel in wholesale lots to other dealers with top-heavy winter peak loads.

users, shipping the cylinders back and forth for filling. It was steady, profitable business, so to get more of it the Weis organization added appliances and devoted a lot of time and energy to their sale.



Headquarters plant at Brinkley receives both rail and transport shipments, and stores 56,000 gal.





Complete pumping unit, built up and equipped with carburetion in the Weis shop, lifts water from bayou to rice field.

## LOAD BUILDER for L-P GAS MEN

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L.P. GAS  
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AUTHORIZED SALES

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120 H.P. vaporizer-regulator. Used on fork lifts, tractors, taxis, small engines. Built-in vacuum lock-off. 3 3/4 lbs. in weight 6" in diameter.



### BEAM 400

275 H.P. vaporizer-regulator. Automobile, truck, stationary engines. Use with solenoid valve for positive lock-off. 5 1/4 lbs. in weight 6 1/2" in diameter.



### BEAM 800

500 H.P. vaporizer-regulator. Large trucks, off-the-road equipment, large stationary engines. Built-in vacuum lock-off. 15 lbs. in weight 9" in diameter.



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6 and 12 volt d.c. 1/2" and 3/4" pipe size. Nine model LPG valves. One model gasoline valve. . . . Special valves on request.



### STRAIGHT CARBURETORS

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### SPUD-IN ADAPTERS

Simplified spud designs for more economical conversions.

A BEAM DEALERSHIP IS A  
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Write or phone for information  
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Chapman 5-5791

BEAM PRODUCTS ARE  
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Beam Products are compact and easy to install. Only two simple independent adjustments. Quick sure starting. Can be converted so that engine will operate on gasoline again with the flick of a switch.

THE PARKDALE COMPANY

Best Buy



BUTANE-PROPANE CARBURETION

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REGULATORS

CARBURETORS - SOLENOID VALVES

It was not long until there was enough business in sight to justify a bulk storage plant and cylinder facilities for their own use. The Weis Butane Co. was organized in 1935, and an office and bulk plant were installed in Brinkley. As the business grew, branches were installed at Stuttgart, Forrest City, West Memphis and Blytheville, and bulk service tended to replace cylinder service.

At the end of World War II the story of Weis Butane Gas Co. was about the same as that of most other companies that enjoyed similar opportunities—growth due to increasing demand and energetic selling. Nearly all of the business was in the domestic field, and Weis had the problems of seasonal imbalance customarily encountered in connection with domestic use. With a winter/summer ratio of nearly 4 to 1, it was difficult to get enough fuel to meet winter heating needs, and idle time and unused equipment in the summer were problems.

The possibilities of carburetion as a load balancer were just beginning to be known in that part of the South. The carburetion market looked particularly good in the Weis trade territory because of the extensive rice and cotton plantation areas. Rice fields must be kept flooded from the time the crop is planted until harvest season. Many of the rice farmers used gasoline to pump their water from wells, streams or lakes. The cotton plantations were turning more and more to power equipment, with tractors replacing the numerous mules and colored farm hands. In both cases it was important that the equipment be able to operate through the entire season without interruptions for repairs. Users of gasoline engines were having the customary troubles in getting continuous service out of their power plants.

Early experience with L. P. gas conversions there, as well as elsewhere, did not always seem to provide the answer. There were certain installations that were giving phenomenal results, with pumping engines going through two or more seasons without requiring major repairs.

Francis Weis tackles jungle of Johnson grass to show plantation owner the effectiveness and labor-saving ability of flaming equipment.

Others developed considerable trouble. From studies of as many of these cases as was possible, it became apparent that when an engine was in good mechanical condition before conversion, and the conversion job was thoroughly done, including raising the compression, cooling the intake manifold, and applying and L. P. gas carburetor supplied from a liquid withdrawal system, results were highly satisfactory as long as the ignition system was properly maintained.

Conversions of the "minimum" type—a vapor fuel system with a connection spudded into a gasoline carburetor and no changes to fit the engine for the use of LPG—were sometimes doing acceptably on small engines in light service, but on larger engines in continuous and heavy duty service the results were nearly always unsatisfactory. Loss of power, high fuel consumption, and the tendency to run lean under continuous load caused numerous complaints, which led many users to change back to gasoline, and to broadcast their dissatisfaction. They did not blame their troubles on themselves or on the inadequate conversions—their gripe was against the fuel.

When these facts became clear the Weis organization decided on its future course. It would balance their load by selling carburetion. Each conversion would be thoroughly and properly done. No miracles would be expected or promised. Every engine to be converted would be in sound mechanical condition, and the ignition system would be brought to peak efficiency. There would be no halfway conversions. They would sell the customer what he needed, or they would not make the sale. If the customer demanded something that could not possibly give satisfactory results, he could get it somewhere else.

Going into such a program with five branches and no trained men presented other problems. Men who were unfamiliar with carburetion could not be expected to undertake the conversions—they would even



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AT ANY TEMPERATURE!



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Individually Designed  
because it's a METERING VALVE TYPE



**STARTS INSTANTLY** upon installation.  
**GIVES INSTANT POWER**—no choking or fluttering.  
**IDLES PERFECTLY.**  
**BALANCES POWER** of each cylinder.  
**NO MULTIPLE ADJUSTMENTS**—tune up only.  
**PERFORMS AT ALL** speeds to pre-set perfection.

CENTURY GAS EQUIPMENT CO.  
11188 Long Beach Boulevard, Lynwood, California

**Easy Starting! Perfect Idling! Economy!**

hesitate to sell the jobs. Someone had to sponsor the program, devote his time to it, learn the answers, and train an adequate organization. Mr. Weis' oldest son, Francis, was fresh out of the Air Force, thoroughly trained in engine principles, full of self-confidence and enthusiasm, and looking for an outlet for his talents. He became the daddy of the carburetion program, working out of the headquarters office and coaching all the branches in selling conversion jobs, then supervising the installa-

tions and training men so each branch could eventually carry on under its own steam.

The first year, 1948, was devoted to a great deal of hard work and rather meager results. L. P. gas had a black eye as engine fuel. To make sales it was necessary to guarantee that if the results were not satisfactory the customer's money would be refunded and his engine changed back to gasoline. Francis recalls with pride that they have never had to make good on this guarantee, but he

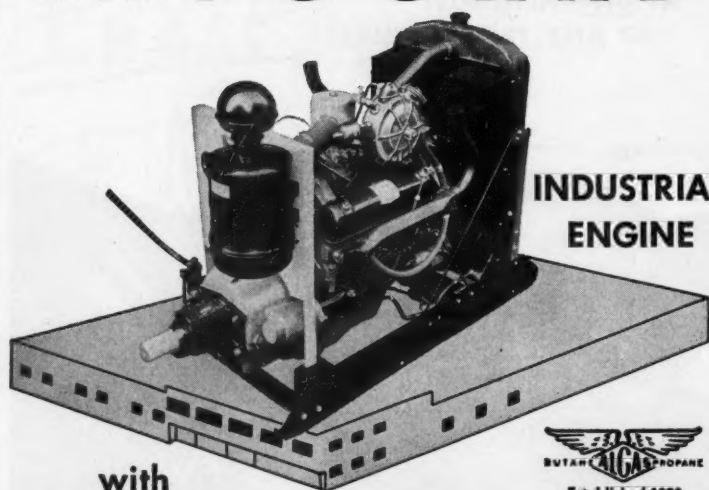
admits that in the early days there were some very close shaves. They still quote the guarantee in making sales, but over the years equipment has been improved and their knowledge has increased, so there is no longer any risk involved.

Various policies have been used to make selling easier. If a customer does not want to put out the cost of conversion as a lump sum, he can make a deal that will pay for the equipment out of savings in operating cost. In the conversion of a rice field pump this will ordinarily clear the account in three or four months. Tractors will generally pay out within the first crop year. This makes potent selling ammunition—the equipment pays for itself out of savings, and then the continued savings will eventually buy a replacement pump engine or tractors.

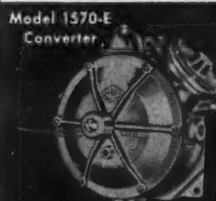
There were many problems in connection with customers' fuel supply tanks. A customer who had for years owned his own gasoline storage tank and pump might object to duplicating these facilities at the higher cost of a propane installation. A tractor customer might already have an LPG tank in his yard, owned and serviced by a competitive dealer. Weis was after the tractor fuel business, but cutting a competitor's throat was not part of the program. It was a little hard for this customer to see why he should buy a second tank just to put fuel into his tractors. For these and other reasons Weis Butane set up a policy of leasing tanks to carburetor customers at a nominal rental. The tanks are owned, painted, and maintained by Weis. They are sized to fit into an economical fuel delivery program, and ample fuel reserves are maintained. For some of the larger plantation accounts, where the LP-powered fleet may include from 20 to 40 or more units, the storage tanks hold 10,000 gal. These are generally filled direct from one of the seven transports which the company now operates. Since this fuel is hauled direct from the refinery to the customer, and Weis Butane does not have the expense of putting it through the company storage, the customer is given a more favorable price.

At the beginning of the carburetion program, the work was carried on most intensively in the territory served by the Brinkley plant. Other

# It's A F O O R R D



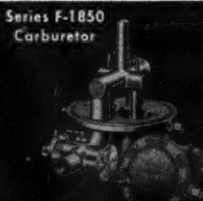
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**ALGAS LP-GAS carburetion equipment**



Model 1570-E  
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Series F-1850  
Carburetor

Across the nation and throughout the world, as the name Ford gains wider recognition as a symbol of quality, Ford Industrial Engines are gaining further recognition for engineering advancements that bring increased efficiency and economy. With the increasing use of LP-Gas in many fields, it is only natural that Ford would provide industrial engines that are LP-Gas equipped. In choosing LP-Gas carburetion equipment for their industrial engines, Ford made sure that the quality, performance and economy would measure up to Ford standards. Naturally ALGAS is proud that Ford industrial engines are among the leaders using ALGAS equipment.

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branches had varying degrees of success—some good and some notably poor. The West Memphis branch was dragging its heels. In 1952 it served only 47 tractors and 8 rice pumps. Then the branch manager resigned. Francis Weis went over to keep things going temporarily until a new branch manager could be secured. He is still there, and has built the carburetion business up until it is ahead of all the other branches, serving more than 800 tractors, 250 trucks and 100 rice pumps.

The Blytheville branch was also far behind schedule on carburetion. Conditions there were particularly bad, as in the early days the area had been flooded with poor conversions. Most of these had been taken off and thrown away, but the memory lingered. Because of this very bad start the manager believed that carburetion could not be sold in that area—and what a man does not believe in he cannot sell. Francis Weis went up two years ago and spent a week with the Blytheville crew calling on tractor prospects. In 40 calls they sold 8 conversions. One sale in five calls. That was exactly the reverse of what was happening in the West Memphis territory, where Francis was accustomed to missing his sale to only one out of five new prospects. This necessitated moving a mechanic up to Blytheville to make the eight conversions. With a new head of steam, this branch is now selling conversions almost every day, and the carburetion crew has been expanded to six men. A new quonset type building has been erected to house the service department—the corner of the shop originally devoted to carburetion quickly proved too small.

A great many of the rice pump engines were old or in very bad condition due to prolonged operation on gasoline. When a rice farmer has his pump engine break down in the middle of the growing season, the situation becomes bad—the rice must stand in water continuously. It takes time to overhaul an engine, and if it is also to be converted from gasoline to L. P. gas the lay-up time is prolonged by at least a few hours. Converting only these existing engines would confine the pumping engine conversions to the winter months. That did not make sense—Francis wanted something that could be sold the year round. He found the answer

ANOTHER  
WESTERN  
TANK



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- ✓ **FIRST** in the Industry to manufacture ADJUSTO, the pickup tank that fits all models of pickups.

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Fairbank Sales & Serv.  
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PHOENIX, ARIZ.  
Illinois Auto Elect.  
CHICAGO, ILL.  
Moulden Supply Co.  
JACKSON, MISS.  
Sleeper Equip. Co.  
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Southwest Gas & Equip.  
LIBERAL, KANSAS  
Tide LPG, Inc.  
EDINBURG, TEXAS  
AND MANY OTHERS

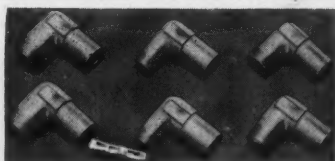
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Installations with these  
HOSE CONNECTORS**

No longer is it necessary to use many miscellaneous parts to make up ONE-ELBOW combination. With these Hose Connectors, ONE FITTING does the job. Manufactured of high grade, heat-treated, aluminum-alloy. Anodized to resist corrosion, designed to fit hose perfectly, machined inside to give maximum unrestricted flow of gas.



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EXHAUST ...  
HEADERS**

Designed specifically for GMC engines 228 thru 302 and International engines 361 thru 501. Provides positive gasket sealing without port restrictions. Stock head pipes and flanges used. May be used with stock or dual intake manifolds. Provides longer exhaust-valve life, lower engine operating temperatures, and additional gas mileage through reduced back pressure. They are burnout proof and have ample capacity.

Write today for full information.

**NICSON ENGINEERING CO.**  
1530 E. Washington Blvd., Los Angeles 22, Calif.

by getting the distributorships for Chrysler and Reo industrial engines, which supplied the larger engines needed, and by procuring Chevrolet and Ford Six engines for the smaller power requirements. These engines are converted at the West Memphis shop, and then held in stock until needed to put on a customer's well. Working in this way a customer's pump can be back in service in just a few hours, with an engine on the shaft that will keep it turning through the entire season. When business in pump engines is really humming, the West Memphis shop has a production line of new engines being converted, and a row of pick-ups in the street waiting to take them off the line and set them down in the fields.

**Good Relations**

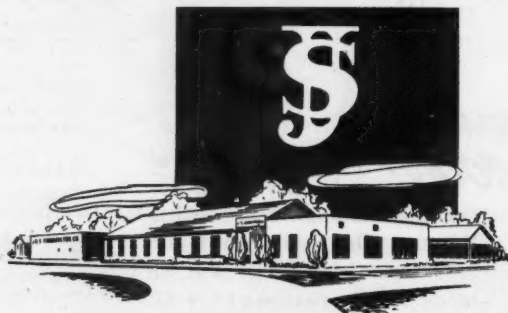
Good relations have been maintained with the tractor dealers by referring the overhauls so frequently needed before conversion to the agencies, and by sending prospects for the purchase of factory-equipped tractors to agencies that had demonstrated their willingness to cooperate. The Weis service employees are

also glad to help the tractor agency mechanics with any problems related to LPG fuel or carburetion systems. Some of the agencies have been so impressed with the customer satisfaction with LPG, and with the growing demand for factory equipped units that they are really going all-out to cash in on the trend. The John Deere agency at West Memphis, Peoples' Implement Co., has in some months averaged as high as 17 propane-equipped tractors to every one sold with gasoline carburetion.

Besides overcoming the company's winter imbalance, the carburetion program has been a means of expansion into new territory. Where it would be impractical to serve a new domestic account off at a distance of several miles from an established route, a carburetion account consuming several times as much fuel does not present the same uneconomical aspect. Taking the bigger part of a thousand gallons at a dump, the tractor account permits profitable delivery at greater distances. Then too, the neighbors have the habit of exchanging information, and soon there is another tractor account in the same neighborhood. After this has gone on for a while there is enough volume there to justify putting in a small bulk plant, with a driver-salesman and one bulk truck. It keeps on growing, and soon the territory will support an office staff and service crew. During the past few years branches have been opened at Marianna, Hughes and Weiner in just this pattern.

**Headaches**

During the first year in the carburetor business the Weis organization had to feel its way and find out what they wanted to do in selling carburetors. A good sales story came with each different make, so they tried out most of the brands. About six years ago they came to the conclusion that being responsible for service on a number of different brands could run into about the biggest headache they had ever known. It involved altogether too much training of employees, and the stock problem was terrific. Checking back through their experience, they decided to specialize on the Century line, so they became Century distributors for the territory in northern and eastern Arkansas. Since Francis



**IN TEXAS  
AND THE GREAT SOUTHWEST  
J & S is HEADQUARTERS FOR  
L.P. GAS CARBURETION.**

We are adding buildings, buying machinery, hiring new people in order to keep up with greatly increased sales of J&S conversion equipment. We suggest you place your Fall stock order now, and have kits on hand for the big rush.

**J & S CARBURETOR CO.**

P. O. BOX 10391 • 2634 N. BECKLEY • DALLAS, TEXAS

## Power Push... Weis is now pioneering agricultural burning in the flatlands

is still the daddy of the carburetion program, the wholesale part of the business is carried on at the West Memphis branch. Carburetors and service parts are carried in stock to take care of the dealers, and dealers' service men are trained by bringing them in and allowing them to work with the regular shop crew until they can carry on by themselves. Dealers are also served in open territory in several states east of Arkansas.

Handling the volume of fuel that goes through the Weis organization requires a good deal of storage and transportation equipment. Storage at the various plants ranges from 12,000 to 56,000 gal., with a total of 272,000 gal. at all eight plants. Fuel for many of the larger accounts never goes through the company storage. It is hauled direct from the refinery in a company transport. There are seven of these semi-trailer units in the fleet, ranging from 5000 to 6500 gal. The older ones are double barrel type, but the latest addition to the fleet is a big single tank unit.

For bulk deliveries out of the storage plants the company uses 28 bob-tails, mostly carrying 1700 gal. The newest trucks are larger, with 1800 gal. tanks and 3 ton chasses in place of the 2½ ton jobs formerly used. The going is pretty rough in getting into some of the rice farms, and the heavier jobs take the beating better, besides showing higher earnings because of the increased amount of fuel delivered per day. The operating cost is not appreciably higher.

During the past year the company has gone in extensively for the promotion of agricultural burning. The weed problem in the Arkansas flatlands is severe, and the permanent irrigation works in the rice fields and the increasing development of supplemental irrigation systems on the cotton plantations provide a tremendous potential market in keeping the weeds out of the canals and ditches.

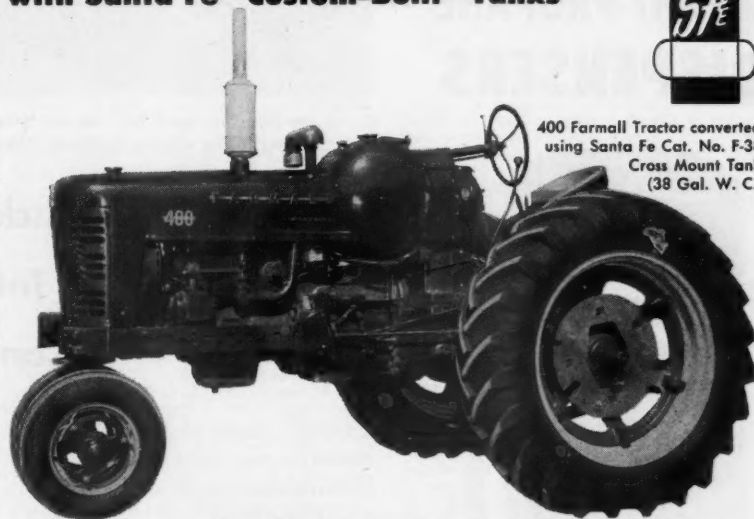
This is the type of pioneering operation that appeals particularly to the Weis organization. The selling does not require extensive preliminary training, and the servicing can be handled by any trained gas service man after only rudimentary in-

struction. And the consumption of gas is tremendous in comparison with other agricultural consumption in the area. One of the big mobile ditch-bank burning machines will consume between four and five hundred gallons per day. The smaller single-burner hand operated machines use from ten to twelve gallons per hour.

To facilitate operations in this line the wholesale activity has been augmented by securing the distribution of the Agriquip line for a four state area. During the first year this activity has shown a noticeable increase in the company's summer gallonage.

Taken together, the carburetion and the weed control programs of Butane Gas Company are making an outstanding contribution to the summer-winter load balance of the entire area of Eastern Arkansas. ■

## There's a difference you can SEE with Santa Fe "Custom-Built" Tanks



400 Farmall Tractor converted  
using Santa Fe Cat. No. F-38  
Cross Mount Tank  
(38 Gal. W. C.)



..... matter of fact, you can see many important differences in the revolutionary new Santa Fe cross mount tank for the popular 400 Farmall tractor. You can tell at a glance there's far greater visibility for the driver . . . and a "built in" appearance that sets a new standard for tractor conversions. Improved filling speed is apparent in the forward placement of the filler and vapor return valves. Even the mounting of the liquid level gauge spells convenience.

There are some differences you can't see, too. One is the speed of installation. It's easily made with the hood cut out templates, rubber trim and complete diagrams and installation instructions supplied with each tank. Another is the quality construction, experience and integrity built into every Santa Fe tank. Added together these differences assure true satisfaction for you . . . and your customers. Write today for complete specifications and prices on this outstanding tank for the I.H.C. 400 Farmall tractor, or our similar design for the I.H.C. 300 Farmall.

### *Santa Fe* ENGINEERING & EQUIPMENT CO.

2830 Sand Springs Road • Ph. Diamond 3-8169 • Tulsa, Okla.



# ATTENTION TANK MANUFACTURERS

## TEXOIL BUTANE-PROPANE DISPENSERS



Available to the trade or to tank manufacturers for resale with their tanks as complete installations.

**TEXOIL  
EQUIPMENT, INC.**

1816 COCKRELL ST.  
DALLAS 2, TEXAS



The Ford "Big Job F-750" has the Heavy Duty Power King Special engine, which delivers 168 hp with the four-barrel carburetor.

## New '56 Ford Truck Models Offer Interesting Conversion Possibilities

**E**IGHT chassis models will be included in the Ford truck line for 1956, equipped with engines which are variations of four basic models. The smallest units may be had with a six-cylinder engine which is close to the standard passenger car engine, with a lower compression ratio.

Variations of the Power King model are built around the eight-cylinder standard passenger car engine, but with lower compression ratios. Double-barrel carburetors are used in the two smaller models of this series, while a four-barrel carburetor is used for extra power in the heaviest.

Engines for the two Cargo King and the two Torque King models are produced by using a longer stroke crankshaft with special borings of the block. The Cargo King is designed to take the same pistons as the six-cylinder engine, while the bore of the Torque King engine takes the Mercury pistons.

Direct adaptations of the Mercury and Lincoln engines do not appear in the 1956 truck line.

While the data are not available at

this time to make specific recommendations for interchange of heads in raising the compression for LPG conversions, the line-up offers interesting possibilities. The passenger car compression ratio (8:1) in the six-cylinder engine is so close to the truck compression ratio (7.8:1) that there would be little gained by changing heads. But the 8.4:1 heads of the Ford eight-cylinder passenger car engine would make a big difference when substituted for the 7.8 and 7.6 ratio heads used on the Power King series engines.

The Cargo King engine has approximately 1/16-in. smaller bore than the Ford passenger car engine. If the cylinder head stud spacing and water circulating holes are the same in both blocks, which can readily be determined by matching the gaskets, then the 7.8:1 head from the Power King engine could be used on the Cargo King to obtain approximately 8.6:1. The 8.4:1 passenger car engine head would give a ratio close to 9.2:1.

• Continued on Page 161



# CLASSIFIED Advertising

All Classified Advertising payable with order. Copy must reach publisher's office prior to the fifth of the month preceding publication. Address: Classified Advertising Material, BUTANE-PROPANE News, 198 S. Alvarado Street, Los Angeles 57, Calif.

## HELP WANTED

**WANTED—LPG SALES REPRESENTATIVE** to sell to jobbers in Kentucky area for large producer. Send resume with full details to Box 1120, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

**WANTED: TECHNICAL WRITER.** WE need a technically trained man under 35 for the editorial staff of BUTANE-PROPANE News. He should have a background of mechanical engineering and experience in LPG or Gas Operations—with emphasis on equipment. He should be able to write clearly and cleanly and have done some work in preparing reports. He should have an inquisitive mind and like to probe into the "Why" of things, and be able to explain to others what he has found out. Experience in magazine or newspaper production as well as photography is desirable, but not essential. Duties will include field trips to gather data for original articles. Application by letter only. Send details to: BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

**FLORIDA — WANTED: THREE** Experienced service and installation men for largest LP-Gas Distributor in Florida. Excellent working conditions. Paid vacation. Insurance, hospitalization and pension benefits. Unsurpassed living conditions. This is a permanent job with a fine future in a rapidly growing organization. Please write fully covering your experience and qualifications. Salary open. All replies will be treated in confidence. C. W. Roberts, P. O. Box 2191, Orlando, Florida.

## BUSINESS OPPORTUNITIES OFFERED

**LPG BULK PLANTS.** WE SPECIALIZE in petroleum properties throughout Midwest. Have number desirable plants for sale. PETROLEUM MARKETERS, 605 Produce Bank Bldg., Minneapolis, Minnesota.

## EXCELLENT OPPORTUNITY

For the right man to develop a going propane business in West Los Angeles, on a profit-sharing basis.

Reply — Box 25697  
Los Angeles 25, Calif.

## TRUCK STOP and BUTANE DISTRIBUTOR

Southwest New Mexico. Netted over \$20,000 in 7 months, 1955. Handles gas and oil sales, overnight truck facilities, gas and butane dist. etc. Largest in area. On heavily-traveled main highway. Completely equipped. Ill health forces owner to offer business at amazingly low price. LIBERAL TERMS. Write Dept. #22372 for full information.

FREE BULLETINS ON ABOVE BUSINESS

Chas. Ford & Assoc.

6425 Hollywood Blvd., Los Angeles, Calif.

## DISPLAY CLASSIFIED

\$12.00 a column inch per issue. Choice of 18, 14, 12, 10 pt display type for headings. Set with 1 pt border. Maximum ad size 3". No cuts permitted. Publisher will set ad for maximum effect in space purchased.

## BUS. OPPOR. OFFERED — Cont.

**FOR SALE: TEXAS BUTANE PROPANE Business—\$100,000**, which is less than market value of assets. Large income. Send financial reference with inquiry. Reply Box 1125, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

## BUSINESS OPPORTUNITIES WANTED

**WANTED TO BUY: BOTTLED GAS OR bulk gas business.** Prefer combination of both. Advise number of customers, gallonage, equipment, trucks, etc. Prefer Ohio, Indiana or Illinois location. Reply Box 1115, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

**WANTED TO BUY: SMALL OR MEDIUM sized Gas business**, located in Central or South-eastern states. Reply Box 1110, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

## FOR SALE — TRUCKS - TRAILERS

**DO YOU WANT—BIG HAULS WITH FAST DELIVERY?** New 2,000 WG twin propane Model 150 (large DeLuxe cabinets on each side) delivery unit with hi-flow piping. Viking 70 GPM mechanical seal pump, PTO, shaft, piped complete, painted with ICC lights. 50 ft. 1 in. filler hose and mounted on NEW 1956 Chev. Model 6403 chassis with 2 speed, HD springs, BIG ENGINE, at ONLY \$4935.00 Fed. Excise Tax Paid. Meter and other accessories available. 1956 Internationals, G.M.C.'s, Dodges, and Fords also available. WHITE RIVER DISTRIBUTORS, INC., Batesville, Arkansas.

**FOR SALE: 1951 TRINITY TRANSPORT**, twin, 5250 gallon, U68, Reyco tandem, 10:00 tires, air brakes. WHITE TRACTOR, butane equipped, 10:00 tires, air brakes. Both very clean. Elliott Truck Lines, Box 1, Phone 1263, Vinita, Oklahoma.

**BUYING YOUR FIRST DELIVERY TANK TRUCK?** In addition to SAVING YOU MONEY, we can give you many good ideas in the operation of a bulk L. P. Gas business. Our years of experience as a retail gas dealer have assisted many new dealers who purchased their first delivery truck from us. WHITE RIVER DISTRIBUTORS, INC. Phone 570, Batesville, Arkansas.

**FOR SALE: HEAVY CONSTRUCTED Trailer** with 3 - 1000 gal. spheres. 200# W.P. each sphere, can be used separately or manifolded. Photograph and details on request. Enid Propane Co., 3205 No. Enid Blvd., Enid, Okla.

**FOR SALE: 1 - 1951 CHEV. 2-TON 2-SPEED bulk truck** with a 1150 single barrel U-69 propane skirted tank, Viking pump, Pittsburgh meter, good condition for \$2150.00. Phone 2-2121. Superior Deshler Propane Co., Edgar, Nebraska.

**FOR SALE: 1564 GALLON, TWIN BARREL Propane Truck** mounted on 2½-ton Dodge WJ58, Ensign carburetor, skirted, side compartments, fuel tank, Smith T3 pump, fire extinguisher, 50' hose. Ready to deliver gas. \$1500.00. National Butane Gas Co., Geneva, Ill.

**UNDISPLAYED CLASSIFIED 15¢ a word.** Set in 7 pt type without border. \$3.00 minimum charge per insertion. If Blind Box number card of B-P News is used, count as five words.

**POSITION WANTED.** Undisplayed rate is one half of above rate, payable in advance.

**DISCOUNT OF 10%** if full payment is made in advance for four consecutive insertions of undisplayed ads.

## FOR SALE - TRUCKS - TRAILERS - Cont.

**DELIVER MORE GAS IN LESS TIME . . .** with 1800 WG U-69 Nor-Tex Twin Delivery Unit equipped with high flow piping. For only \$2,194.80 (including tax) it can be mounted on your choice of truck or on one you already have. Trim skirting, ICC lights, Viking mechanical seal pump, P.T.O., spline jack shaft and 50 ft. filler hose. Call NOR-TEX PRODUCTS COMPANY collect, C-5416, Denton, Texas.

**EASY TERMS AVAILABLE ON ALL NEW or used propane units.** We carry our own paper—no red tape involved. 5 Models of twin or single truck tanks in sizes from 600 to 2300 WG available. You may furnish your own chassis or we have any make or model NEW 1956 Model truck available at prices that really SAVE YOU MONEY. FAST DELIVERIES. WHITE RIVER DISTRIBUTORS, INC. Phone 570, Batesville, Arkansas.

**NOR-TEX "PACKAGE UNITS" SAVE TIME AND MONEY.** They earn more! They cost less! We will mount this 1400 WG U-69 Twin Delivery Unit on a new truck of your choice or on a truck you now have for only \$1,935.00 (Excise Tax paid). The unit is equipped with high flow piping. Delivers more gas in less time. Has trim skirting, P.T.O. spline jack shaft, Viking mechanical seal pump, 50 ft. filler hose and ICC lights. Painted white enamel over red oxide. Call NOR-TEX PRODUCTS COMPANY collect, C-5416, Denton, Texas.

**TRANSPORTS: SINGLE OR TWIN barrel; new or used; for lease, or sale on budget or rental sale plan.** If you want maximum payload, with all of the latest equipment engineered to fit your truck, roads, and your hauling problem, get the LMC PAYLOADER. Contact Lubbock Machine & Supply Co., Inc., Drawer 1589, Lubbock, Texas.

## PROPANE DELIVERY TRUCK

Brand new, 1956 Chevrolet chassis and 1200 WG twin or single tank, piped complete with Viking mechanical seal pump, PTO, shaft. 50' filler hose, painted, with lights. READY TO USE, including Fed. Excise Tax, ONLY—

**\$3,678.00 — 25% Down**  
**Balance 24 Months**

Other sizes of new tanks, with or without chassis, 600 to 2300 WG. Several late model USED PROPANE TRUCKS, 1100 to 1800 gal. in stock.

**WHITE RIVER DISTRIBUTORS, INC.**  
Batesville, Arkansas  
Phone 570

# CLASSIFIED Advertising



## FOR SALE - TRUCKS - TRAILERS - Cont.

**TRAILER PARK SPECIAL:** 750 WG PROPANE tank with side cabinet and cylinder rack, space to mount scales, mounted on 1956 Chev., dual rear tires, \$2,915.00. Plumbing, meter, etc., extra. Also ideal for bulk deliveries. **EASY TERMS.** White River Distributors, Inc., Batesville, Arkansas.

**GOOD USED SINGLE BARREL BOBTAIL** 1690 gallon W.C., 200# W.P., 1952 F-6 Ford. New Smith 2 1/2-inch pump, P.T.O. Ensign carburetor, complete with hoses, ready to deliver propane. \$1800.00.

**UTAH-COLORADO GAS CO.**  
P. O. Box 348, Vernal, Utah

**FOR SALE: 5000 TO 5500 W.G. U69 Tandem Propane Twin Barrel Trailers.** Choice of 16 with 50% 10:20 tires, air brakes. Now operating. Texas R.R. Commission, ICC, ASME approved. Delivery will be made to most northern cities for \$200. Write for pictures, details. **IRVIN F. NELIS ASSOCIATES, P. O. Box 14472, Houston 21, Texas.**

**DELIVERY UNITS: SINGLE OR Twin Barrel.** Our prices are competitive. We invite comparison between the equipment and price on our units with any competitive units. We believe we can give you the highest payloads per pound of gross vehicle weight. Write, wire, or phone, Lubbock Machine & Supply Co., Inc. Drawer 1589, Lubbock, Texas.

## FOR SALE — TANKS - CYLINDERS

**FOR SALE: SEVERAL HUNDRED 60# ICC cylinders** at \$3.00 each. Reply Box 115, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

### STORAGE TANKS Available Immediately

In the following capacities: 1000, 2000, 3000, 5000, 6000, 8000, 10,000, 15,000, 18,000 and 20,000. Your choice of 46" to 96" diameter. Write, wire or call Lubbock Machine & Supply Co., Inc., P. O. Drawer 1589, Lubbock, Texas.

## ABOVE GROUND PROPANE SYSTEMS

We manufacture a complete line of above ground propane tanks, approved for all states, in sizes ranging from 115 W.G. to 1,000 W.G. Free delivery within our trade territory, and financing of all types available.

WRITE FOR PRICES.

**WHITE RIVER  
DISTRIBUTORS, INC.**  
Batesville, Arkansas  
Phone 570

## FOR SALE—TANKS, CYLINDERS - Cont.

**FOR SALE: 100# CAPACITY USED** Hackney Pressed Steel ICC cylinders with valves. Excellent condition. \$10.95 F.O.B. Iowa. Reply Box 1130, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

### SKID TANKS

— IN STOCK NOW —

3000 gallon size built especially rugged for oil field use. Write, wire or phone  
**Lubbock Machine & Supply Co., Inc.**  
P. O. Drawer 1589  
Lubbock, Texas

### OVER 2000 TRACTOR AND MOTOR FUEL TANKS CURRENTLY IN STOCK

Write for WEEKLY stock lists.

**WESTERN TANK & STEEL CORP.**  
Box 1013  
Lubbock, Texas

## FOR SALE— MISCELLANEOUS

**FOR SALE—IMMEDIATE DELIVERY!** Eureka Smokehouse Burner Assemblies! For meat smoke houses using bottled gas. Completely automatic. Clean filtered smoke. Distributes heat uniformly. Low gas consumption. Automatic temperature and pilot control. Less product shrinkage. Easily installed. Write for descriptive pamphlet. Eureka Equipment Company, P.O. Box 396, Beloit, Wisconsin.

**DECALS MADE FOR TRUCKS, EQUIPMENT.** Small or large quantities. Catalog free. Mathews Co., 827 S. Harvey, Oak Park, Ill.

**FOR SALE: 2 - HG-6 GASAIR LP-GAS** direct-fired combination vaporizer-mixers, 25M cu. ft. capacity each; 1350 to 1400 Btu propane-air mixture at 3 1/2 psig back pressure. Both in excellent condition; used only two seasons. Best offer will be considered. Write Mr. M. Shields, Gustin-Bacon Manufacturing Company, Kansas City 5, Missouri, or phone HA 7788.

**FOR SALE: BOTTLE CARRIER, 36-100#** bottle capacity. Low sides steel construction. Never been used. Fits 1 1/2 T or 2 T truck. Enid Propane Co., 3205 No. Enid Blvd., Enid, Okla.

**SERVEL GAS REFRIGERATORS  
CLEAN — ALL CHECKED OK**  
Model M500A.....\$15.00 each  
Model N500A.....\$18.00 each

In lots of 50 or more.

**FRED A. BROWN COMPANY**  
100 E. Allegheny Avenue  
Philadelphia 34, Penna.  
Est. 1918 REgent 9-1130

### SERVEL Gas Refrigerators

Used, guaranteed in good condition.  
Clean, attractive, complete.

M400	4 cu. ft. at \$15
M500A	5 cu. ft. at \$15
S400A	4 cu. ft. at \$30
BN600A	6 cu. ft. at \$42

**MINIMUM SHIPMENT 12 — LOW  
DELIVERY COST ANYWHERE**

**BEACH REFRIGERATOR CO.**  
196-11 Northern Blvd.  
Flushing 58, N. Y.  
Phone FLushing 7-6161

## PROFESSIONAL SERVICES

### INDIVIDUALLY DESIGNED Ammonia and LP Gas Plants

**H. Emerson Thomas  
& Assoc., Inc.**  
Westfield, N. J.

## L. P. GAS INSURANCE

Have your agent write us about our Complete and Comprehensive Coverage for Adequate Limits of Liability at Reasonable and Normal Rates with Specialized Safety Engineering and Claim Service. Available only in Alabama, Arkansas, Arizona, Georgia, Kansas, Louisiana, Mississippi, New Mexico, Oklahoma and Texas.

**PAN AMERICAN FIRE &  
CASUALTY COMPANY**

Earl W. Gammage, President  
P.O. Box 1662 Houston, Texas

## OWNERS OF L. P. GAS OPERATIONS WISHING TO SELL

Federated Petroleum Services, Inc. Offers A Complete Listing Service At No Cost If Sale Not Completed.

1. Qualified buyers interested in L. P. Gas Operations.
2. Professional L. P. Gas Sales Personnel to assist in negotiations.
3. Professional accountants with L. P. Gas experience to prepare required financial reports.
4. Professional engineers to prepare required evaluation reports.
5. Attorney to assist on all legal documents.
6. Assistance in arranging financing.

Write or call for details:

**FEDERATED PETROLEUM  
SERVICES, INC.**

Sales Office:	Accounting Office:
218 West Mifflin St.	300a Broadway
Madison, Wis.	Hannibal, Mo.
Phone: Alpine 7-2870	Phone: 4747

## SELL MORE with Display Classified Ads

This is an example of the attention getting type faces available in display ads in the BPN Classified Section. Cost is only \$12.00 a column inch per issue, an ad this size (3") is \$36.00. The large lines above are set in 18 pt. Other available sizes are shown below.

**14 POINT DISPLAY  
12 POINT DISPLAY  
10 POINT DISPLAY**

Body type is set in 7 pt like this sample. An average of 7 words to the line.



# CLASSIFIED Advertising



## PROFESSIONAL SERVICES - Cont.

### BUYERS OF L. P. GAS OPERATIONS

Federated Petroleum Services, Inc. Offers A Complete Listing Service For Your Convenience At No Cost To You.

1. Accounting reports prepared by professional accountants with L. P. Gas experience.
2. Engineering reports prepared by professional engineers.
3. Personnel experienced in the L. P. Gas field for consultation and assistance.
4. Cooperation in securing financial assistance if required.

Write or call for details:

### FEDERATED PETROLEUM SERVICES, INC.

Sales Office: 218 West Milflin St. Madison, Wis. Phone: Alpine 7-2870  
Accounting Office: 300a Broadway Hannibal, Mo. Phone: 4747

## PROFESSIONAL SERVICES - Cont.

### L. P. GAS INSURANCE SPECIALIZED INSURANCE SERVICE TO COMPLETELY PROTECT YOU

Write or Phone

### J. J. MCCARTHY INSURANCE AGENCY

422 Connell Building  
Scranton 3, Pa.  
Phone Diamond 3-1251

## MISCELLANEOUS SERVICES

**BUSINESS RECORD FORMS.** ALL-WEATHER EZE-SNAP delivery invoices, for use when making LP gas metered truck deliveries. 1000 sets (3 part) imprinted with name, address and telephone. \$17.50 per 1000 sets. DEGREE DAY SYSTEMS, WOODSIDE 77, L. I., N. Y.

**CLIENTS OFTEN INCREASE PROFITS** 2% or more by using my cost reducing bulk and bottle operating procedures and sales procedures. Property evaluations and special assignments also handled. Floyd F. Campbell, Management Counselor, 821 Crofton Ave., Webster Grove 19, Mo.

**KRAFTBILT BUSINESS RECORDS** increase your profits—improve your credit—help boost sales. That's why KRAFTBILT LP-Gas Forms are used by more LP-Gas dealers than any others. Simplify your office work—use KRAFTBILT simplified forms. Approved by your Association. Highly recommended by outstanding LP-Gas suppliers. Don't wait! Send postcard now for LP-Gas Form Catalog. ROSS-MARTIN CO., P.O. Box 800-S, TULSA 1, OKLA.

If these changes are undertaken, it will be best to use the gasket that fits the head, which is the one made for the 272-cu in. engine. It is obvious that the fuel for engines converted in this manner should be straight propane for the higher ratio, and not too much butane could be tolerated in a mixed fuel for the lower ratio.

Since the Torque King engines have the same bore as the Mercury, presumably the Mercury heads will fit these truck engines. On account of the longer engine stroke, the Mercury heads will give approximately one-half ratio higher than on the passenger car engine, with the following results (Mercury has three compression ratios for 1956):

Mercury C. R.	Torque King C. R.
8.0:1	8.5:1
8.4:1	8.9:1
9.0:1	9.5:1

The Cargo King Special and the Torque King Special models have four-barrel carburetors, while the regular models get along with two barrels per carburetor. Built-in governors are included in the carburetors of all of these models, and the two larger Power King trucks. Vacuum distributor control is used on the entire Ford line. These factors complicate the conversion problem. If the carburetors are replaced with straight butane carburetors that do

not include provisions for the ignition control, it will be best to substitute a Mallory distributor rather than try to cobble up a means of operating the Ford distributor. The simplest means of all will be to use an adapter attachment on the Ford carburetor air horn, and leave the ignition and governor equipment as is.

The Torque King Special has a special fresh air intake, which permits the carburetor to draw cold air through a scoop in the hood. This may be mixed with warm air from behind the radiator, by means of a manual control operated by the driver. For conversion jobs this equipment would be worth while on any model.

## 1956 FORD BASIC TRUCK ENGINE SPECIFICATIONS

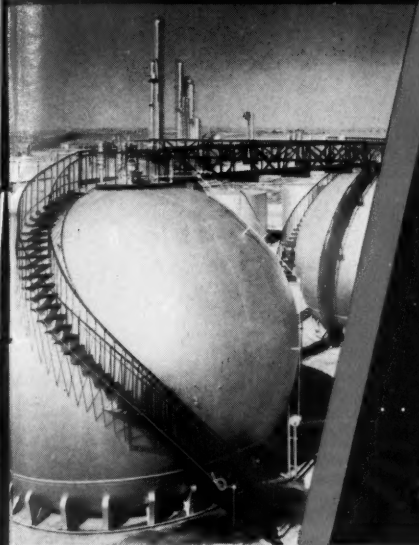
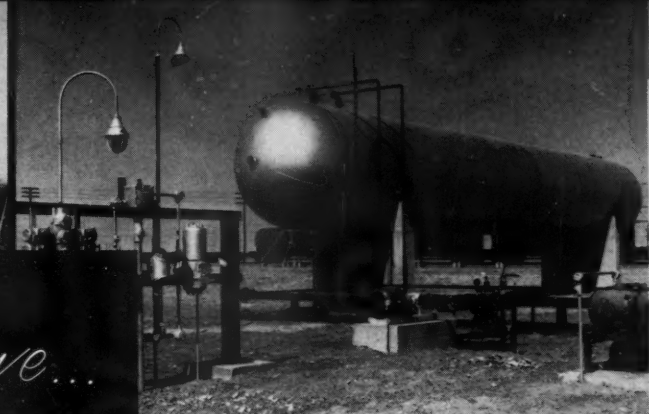
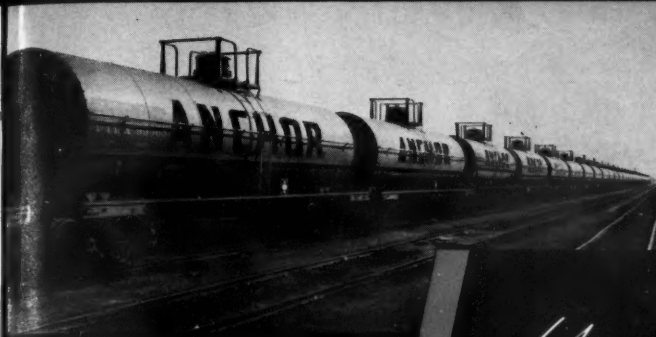
Engine	Displacement	Bore	Stroke	Compression Ratio	Horsepower (at rpm)	Torque (at rpm)
Cost Cutter Six.....	223	3.62	3.60	7.8	133 at 4000	202 at 16-2600
Power King Y-8.....	272	3.68	3.30	7.8	167 at 4400	260 at 21-2600
Heavy Duty Power King Y-8.....	272	3.68	3.30	7.6	158 at 3800**	247 at 20-2800
Heavy Duty Power King Special Y-8*.....	272	3.68	3.30	7.6	168 at 3800**	259 at 21-2900
Cargo King Y-8.....	302	3.62	3.66	7.5	175 at 3800**	279 at 20-2600
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\*Equipped with a four barrel carburetor.  
\*\*Governed engine speed.

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Blue Co., John	118	Krug, D. H. Co.	Santa Fe Engineering	—
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Brown Stove Works	—	*Linde Air Products., Div. of	*Scaife Co.	8, 9
Broyhill Mfg. Co.	134	Union Carbide & Carbon Corp.	*Selwyn-Pacific Co.	140, 141
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Buckeye Incubator Co.	96	Lubbock Machine & Supply Co.	*Sinclair Oil & Gas Co.	65
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Gen. Motor Co.	93	McNamar Boiler & Tank Co.	Stewart-Warner Corp.	145
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Competitive Cost Calculator	147	Minneapolis-Honeyewell	Janitrol Heating &	—
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Davis Engineering Corp.	134	Equipment Co., Inc.	True Blue Oil Co.	61
Day & Night Div., Carrier Corp.	115		*Tuloma Gas Products Co.	24
Dearborn Stove Co.	—	Natural Gas & Oil Resources Com.		—
Deere, John	—	Nelson, Edward S., Ltd.	*Union Carbide & Carbon Corp.,	—
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Empire Oil & Refinery Co.	—	Parkdale Co., The	Metalbestos Div.	—
Empire Stove Co.	113	Parkhill Co.	*Warren Petroleum Corp.	20
*Ensign Carburetor Co.	150	*Pasley Mfg. & Dist. Co., The	*Weatherhead Co., The	63
Ever-Tite Coupling Co., Inc.	—	Peerless Mfg. Corp.	*Welbilt Stove Co.	67
		Phillips & Buttorff Mfg. Co.	Western Tank & Steel Corp.	155
First Acceptance Corp.	100	*Phillips Petroleum Co.	Whitehead Mfg. Corp., D. W.	135
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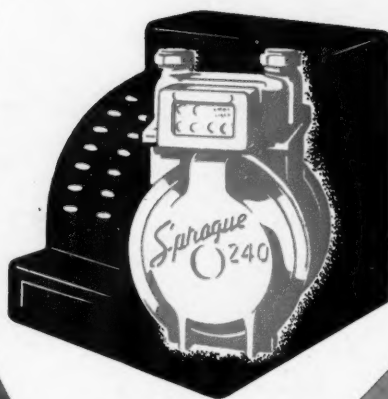
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